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Rising Wave of Crackdowns Is Foreseen

White House, Congress May Halt Rigid Federal Control; White Writing New Bill; Wakefield Approval Sure

By SOL TAISHOFF

CONVINCED that anything can happen, broadcast industry leaders and more particularly the major networks are cushioning themselves for a series of regulatory jolts expected to occur in Washington during the next few weeks.

Nothing short of direct intervention from the White House, or possibly a Congressional mandate, it is felt, can stop the FCC's momentum toward application of rigid controls over the business aspects of broadcasting, stemming from the controverted Network Monopoly Report now under full FCC consideration.

There also are indications that Assistant Attorney General Thurman Arnold, in his latest anti-trust onslaught against James C. Petrillo, czar of the organized musicians, will broaden his attack to include purported restraints upon concert artists invoked by the networks. The grand jury proceedings, expected to get under way within a fortnight, may even go into the network monopoly issue per se. In any event, this is not denied in Anti-Trust Division quarters.

Utility Aspect

Expected confirmation, by the Senate early this week of Ray C. Wakefield, member of the California Railroad Commission, to succeed the late Thad H. Brown on the FCC, will bring the Commission to its full membership for the first time since last June. While the commissioner-designate has been careful to avoid direct reference to his views on broadcasting, some skepticism was evinced in both broadcast and Senatorial circles over his background as a member of a State regulatory commission dealing with public utility-common carriers.

This question was raised during the short hearing on his confirmation before the Senate Interstate Commerce Committee last Wednesday, after which his nomination promptly was reported favorably. The Senate recessed on March 13 until March 17, when his nomination is expected to be confirmed without opposition. He will immediately be inducted into office.

Mr. Wakefield had lunched with Chairman Wheeler (D-Mont.) and FCC Chairman Fly at the Capitol the day preceding the committee hearing, and at that time indicated he preferred to reserve judgment until he became more familiar with the FCC regulatory processes and with the broadcasting industry particularly. The 45-year-old native of Fresno does not plan to return to California at once, but will promptly assume his FCC duties. His term runs until June 30, 1947.

Chance of Legislation

Meanwhile on Capitol Hill there was revived interest in new legislation looking toward reorganization of the FCC. With passage of the British aid bill Senator Wallace H. White Jr. (R-Me.) planned to pick up where he left off early in the session on a proposed FCC reorganization measure. While he has not definitely made up his mind, he indicated he might introduce a new bill shortly, in the hope of procuring swift hearings. The Senate's best-informed radio observer, Senator White, was co-author of the Radio Act of 1927 while a member of the House. He is particularly concerned over the FCC network monopoly inquiry and feels Congress should redefine the Communications Act and thereby settle conclusively the jurisdictional question, over which the FCC is seriously split.

The White bill, it is understood, would project a three-man Commission with autonomous broadcast and public utility-common carrier divisions. One commissioner would be named for broadcasting and a second for common carrier operations, including telephone, telegraph, cable and radio services other than broadcasting. The chairman would be the executive officer and also bridge the gap on frequency allocations as between broadcast and common carrier services.

Influential members of the Senate Interstate Commerce Committee are not agreed on the possibility of enactment of new legislation at this session. Senator White feels it can be done, as do Senators Gurney (R-S. D.), former operator of WNAX, Yankton, and Truman (D-Mo.), who has evinced interest in radio. Chairman Wheeler, on the other hand, is not convinced there will be sufficient Senatorial interest to warrant the full-scale investigation that might be entailed preparatory to the final enactment of a new law. In his view, the war situation takes precedence over all other Congressional considerations.

Cabinet Office Suggested

Possibility that the Administration will foster reorganization of the FCC as part of a project for consolidation of independent agencies also is being discussed. There is preliminary talk of a Department of Transportation and Communications, headed by a Cabinet member. Presumably such a project would entail appointment of an assistant secretary to supervise broadcasting functions, with another for common carrier communications. Functions of the FCC, Federal Power Commission and Rural Electrification Administrationtion, as well as the FCC, under this plan, would be delegated to the proposed executive department.

Despite Senator Wheeler's view that the national defense pressure will preclude new radio legislation, it is thought that if legislation along the lines of the White Bill is introduced, the Committee chairman would be disposed to appoint a subcommittee for a "fact-finding" study. In such an eventuality, the FCC might be asked to hold up the monopoly report, pending the Congressional study.

In addition to any move to de-

(*Continued on page 44*)

KQV, Pittsburgh, and WCBM, Baltimore, Will Transfer to Blue Network in Fall

REALIGNMENT of major network affiliates in Pittsburgh and Baltimore will result in affiliation of KQV, Pittsburgh, with NBC-Blue on Nov. 1, and of WCBM, Baltimore, with the same network on Oct. 1 as a result of negotiations completed last week in New York.

KDKA, 50,000-watter, is the present NBC-Blue outlet in Pittsburgh, but goes Red Nov. 1 The Hearst-owned WCAE, now both Red and MBS, becomes an exclusive MBS outlet. KQV, now MBS, is a sister station of WJAS, CBS affiliate, both being operated by the Brennen interest.

Baltimore Lineup

Under the arrangement made with WCBM, now on MBS, WBAL, also Hearst-owned holding a construction permit for 50,000 watts, will become the Red outlet, replacing WFBR, which is expected to become the fulltime MBS outlet. WCBM, owned by John Elmer, has been on MBS for the last year.

WBAL has been slated for Red network operation for some time. It has been both a Blue and MBS outlet. It is understood negotiations with the Hearst organization provided for an arrangement whereby WCAE would drop the Red, with WBAL affiliating with that network. It had been expected, however, that WCAE would become the Pittsburgh Blue outlet.

The new WMUR, Manchester, N. H., slated to begin operation early in April, also will join the Blue. To operate on 610 kc. with 5,000 watts day and 1,000 night, the station is owned by former Gov. Francis P. Murphy.

KQV operates on 1380 kc. with 1,000 watts. WCAE is on 1250 kc., using 5,000 watts fulltime. WFBR is on 1270 kc., using 5,000 watts day and 1,000 night, while WCBM operates on 1370 kc. with 250 watts. WBAL now is on 1060 kc., using 10,000 watts, but synchronizes after 9 p.m. on 760 kc with WJZ, and reduces then to 2,500 watts. It expects to go on the air with its new 50,000-watt transmitter within a few weeks, using 1090 kc. fulltime.

Ruling on Crystals Is Issued by FCC

Stations Must Be Ready for Transfer on Treaty Date

IN A NOTICE to all broadcast stations issued last Wednesday, the FCC directed all licensees to be prepared to operate on their new frequencies with quartz crystals ground to the particular assignment by the March 29 reallocation date. The notice was based on advices received by the FCC that manufacturers of crystals were prepared to supply the necessary controls to enable the operating frequencies, although broadcast stations would be changed to comply with the Commission's reallocation order.

Manufacturers which have advised the FCC that they are in a position to supply new quartz crystals or regrind old crystals and make delivery prior to March 29 were listed as Hollister Crystal Co., Wichita; FMS Laboratories, Kansas City, and Scientific Radio Service, University Park, Hyattsville, Md.

Text of Order

The FCC's order stated:

The manufacturers of crystals have advised the Commission that they will be able to supply the necessary crystals to enable the operating frequencies of all standard broadcast stations to be changed to comply with the Commission's orders on March 29, 1941. However, some manufacturers will not be able to install new crystals and recalibrate their frequency monitors in sufficient time to deliver the instruments prior to March 29, 1941.

The Commission directs that licensees who have frequency monitors which cannot be recalibrated and returned prior to March 29, 1941, by the manufacturer order new crystals and install them without returning the equipment to the manufacturer. If this involves the installation of a crystal in a sealed holder or compartment, the seal must be broken and the new crystal placed in operation. All manufacturers which have monitors not scheduled for return by March 29 should be directed to return the monitor at once so that the station engineer can make the necessary installation and recalibration.

Griffin on 49

GRIFFIN MFG. Co., Brooklyn (shoe polish), now on 49 stations with spot announcements, is revising its schedule for the summer as current contracts expire, but the same number of stations will be used. Commercials at present are for Dy-Cote and ABC polish with six Florida stations carrying All-White copy. Copy on all stations will be for All-White, going into the summer. Bermingham, Castleman & Pierce, New York, is agency.

J & J Plans Comments

JOHNSON & JOHNSON, New Brunswick (Band-Aid), is completing arrangements for a quarter-hour Saturday morning network program featuring informal Broadway commentaries by Dorothy Kilgallen, columnist for the *New York American*. Program will start in early April if desired network time can be cleared by Young & Rubicam, New York, agency in charge.

LAUGH-RIOT ENSUED when these script conferees started giggling at the gags they figured would slay listeners to the weekly NBC *Truth or Consequences*, sponsored by Procter & Gamble. Conferees represent agency, network and talent. Chucklers, in usual array, are Dave Elton, NBC Hollywood special producer; Herb Moss, New York producer of the series; Ralph Edwards, m.c.; John E. McMillin, vice-president and radio director of Compton Adv. (seated) and Jack Farnell, prop man on the show. Program is making personal appearances.

Tip to Columnists

NEW idea for newspaper promotion is being used by Roger Busfield, Texas columnist. Busfield has purchased six evening quarter-hours on KGKO and the Lone Star Chain to promote his column entitled "So What".

Gilmore Coast Spots

GILMORE OIL Co., Los Angeles, on March 10 started for 13 weeks or more, three to seven one-minute musical rhyme announcements weekly on 21 West Coast stations. Clarence Beesemyer, vice-president of the firm, stated that "an extensive radio advertising campaign, covering California, Washington and Oregon, is planned for Gilmore products during 1941". Stations are KFI KNX KPO KMPC KIRO KOIN KROW KVI KSFO KERN KFSD KMJ KWG KFBK KSAN KOH KMED KSLM KXL KELA KRSC. Agency is H. W. Kastor & Sons, Chicago. David McCosker is West Coast agency manager and executive on the account.

Pepsi-Cola Jingles

PEPSI-COLA Co., Long Island City, N. Y., currently using spot announcements on a large list of stations, on April 28 will start 20-week sponsorship of Ray Perkins as *The Nickel Man* on 135 NBC-Blue stations. The program, heard five times weekly 9:55-10 p.m., will feature a jingle contest with listeners receiving $10 for each jingle accepted. Agency is Newell-Emmett Co., New York.

Garfield Tea Spots

GARFIELD TEA Co., New York, has started one-minute spot announcements three to six times weekly for Garfield's tea and Garfield's headache powders on WINS, WNEW, WEVD, New York; WHOM, Jersey City; WJJD, Chicago; WJBK, WJLB, Detroit. Jaspar, Lynch & Fishel, New York, is agency.

Nehi's Coast List

NEHI Corp., Columbus, Ga., (Royal Crown Cola), which on March 17 starts for 26 weeks one of the biggest spot campaigns of the season, utilizing a five-minute transcribed program from three to five weekly on 286 stations, has announced its West Coast list. Transcriptions will feature Howard & Shelton, comedy team, and a theme song advertising the beverage. Commercials are to include testimonials by Hollywood film stars. Business is being placed by local dealers in some markets, with BBDO, New York, placing others. Sam Harned, agency vice-president, is supervising placement, with John M. Alden in charge of the account on the West Coast. The West Coast list includes KERN KXO KHSL KIEM KGU KNX KFBK KPO KFXM KFSD KQW KVOE KSRO KWG KDB KSL KBKR KGHL KORE KFJI KOIN KOMO KHQ KVRS KMJ.

Schumacher Spots

SCHUMACHER & Co., New York, promoting the spring sale of Waverly fabrics, is sponsoring during the week of April 14 three announcements on participating home economics programs and three five-minute programs on: WHAS KIDO KLX WOAI WTAG WBEN WSB WSM KSO WCSC WFBM WGL WSOC KVOD KEX WTMJ KOIL KFOR KARK KFH WSMB WDAF KVOO KPRC. More stations will be added. Anderson, Davis & Platte, New York, is agency.

Quiz From Camp

NOXZEMA CHEMICAL Co., Baltimore (skin cream) is testing on WFBR, Baltimore, a weekly half-hour training camp quiz program, titled *Skill Quiz*. Program originates from nearby Camp Meade, Maryland, with draftees as contestants, and commercial copy as well as questions sent by listeners adhere to the local theme. Idea, if successful, may be used in other markets where there are nearby Army training camps. Ruthrauff & Ryan, New York, is agency.

ALLOCATION DELAY IS DENIED BY FCC

WIDELY prevalent rumors that the March 29 standard broadcast reallocation might be postponed for a month were promptly and vigorously denied at the FCC last Thursday.

Apparently growing out of purported delays in delivery of crystal controls and equipment, these rumors reached the point where the FCC engineering department found it necessary to issue a strongly worded order requiring installation by March 29 of crystals ground to new frequencies. The order [see story on this page] recited that three crystal grinding concerns had advised the FCC they were prepared to make deliveries prior to that date and handle the load.

At the FCC, it was stated there was no basis whatever for the reports of an impending postponement, either in the United States or in Canada, Mexico or Cuba, the other signatory countries. As of 3 a.m., March 29, some 1,300 stations on the Continent will shift to their new waves. In this country, it is expected a number of stations will be required to operate with reduced power, pending installation of directive antennas and other equipment, to curtail intra-channel interference. The other signatory nations also have indicated a similar technical procedure will be followed to avoid interference.

Avalon Placing

BROWN & WILLIAMSON TOBACCO Corp., Louisville, (Avalon Cigarettes), on March 15 started sponsorship of *Sunset Valley Barn Dance*, live talent show, on KSTP, St. Paul. Contract is for 26 weeks. Show, which is heard Saturdays 10:15-10:45 p.m. (CST), is first of a national spot campaign now being formulated. In addition to local live talent programs, news periods and announcements are to be placed. Agency is Russel M. Seeds Co., Chicago.

Nescafe Spots

NESTLE'S MILK PRODUCTS, New York (Nescafe powdered coffee), has started a 13-week campaign on seven stations in the Midwest and Pacific Coast, using participations in home economics programs ranging once to five times weekly. Agency is Leon Livingston Adv. Agency, San Francisco. The station list: KOIL KMOX KMBC KNX WTMJ WMBD KSFO.

Hecker Spots

HECKER PRODUCTS Corp., New York (Presto Cake Flour), on March 3 started a 13-week varying schedule of three to five-weekly transcribed one-minute announcements and participations on 15 stations. Stations are WLS KSD KMBC WBEN WHAM WFBL WNAC WTIC WCSH WJAR KSTP. Agency is Leo Burnett Co., Chicago.

AFFILIATED PRODUCTS, Jersey City, has appointed Erwin, Wasey & Co., New York, for the promotion of Louis Phillipe cosmetics. Account was formerly handled by Blackett-Sample-Hummert, Chicago. Company has been a large user of radio in the past, but no immediate plans have been announced.

S & F Talks Over Its Soaring Turnover

Food Wholesaler's Chat¡Program Spurs Sales of Private Brands

By TOM PAUL
Advertising Manager
Smart & Final Co., Los Angeles

FOOD wholesaling, marked from the beginning as one of the country's most competitive fields and showing one of the lowest profit margins of any similar wholesale business, was definitely not a prospect for radio a few short years ago. Radio was costly. The huge amount of food volume at low profit necessary to offset this cost was unthinkable, unbelievable. But the picture has changed.

Perhaps one of the outstanding jobs of utilizing radio to the greatest advantage in the wholesale grocery field today has been accomplished by Smart & Final Co., a 27-year-old firm that now rides the crest of steadily increasing volume on its private label brands of S & F Fancy Table Quality food.

Private Brands

The firm operates main grocery warehouses in five California markets, Los Angeles, Wilmington, Santa Ana, San Bernardino and Bakersfield, as well as in Las Vegas, Nev., and Phoenix, Ariz. In addition, we have 85 smaller cash and carry depots throughout the Pacific Southwest, and also serve approximately 10,000 independent retail grocers.

Besides S & F Fancy and Table Queen Food products, the firm carries more than 5,000 other commodities that go to make up a grocery store stock. The firm, however, was interested in pushing its own private label brands. But how was the question. And most effectively, too, was the problem.

Billboards and sides of grocery stores were utilized to picture one or more items in the lines and present a small amount of pertinent copy. Posters on the more than 100 Smart & Final Co. trucks proved to be effective "traveling billboards" throughout the territory served. Some newspaper advertising also was used (today that has dwindled to practically nothing). But this wasn't enough for such a steadily growing organization.

After much deliberation, executives of the firm decided to give radio an opportunity to prove itself as an advertising media. Many programs and ideas were suggested and investigated. Finally a garden club type of program was decided upon, and on Feb. 17 we started sponsoring the five-weekly quarter-hour *Mirandy's Garden Patch* on KFAC, Los Angeles. It caught on, and Smart & Final continued sponsorship on that station for 15 weeks.

But the firm wanted its radio to coincide with its merchandise outlets. Broader coverage was required. So on May 23, the program, on a thrice-weekly schedule, was moved to KFI, the 50,000-watt NBC-Pacific Red network affiliate in Los Angeles. Here was greater coverage and increased listener appeal. Radio advertising for Smart & Final Co. began to "click."

One of the earliest attempts to check the program's effectiveness came in the form of a free offer of Table Queen Granulated Soap to listeners writing in. They were requested to also give the name and address of a neighborhood independent grocer not stocking the item at that time.

In They Came

Letters started rolling in. Soap samples flooded out. Smart & Final Co. letters to "non-stocking" grocers were quickly dispatched advising them that Mrs. So-and-So in his neighborhood had inquired for the soap recently but had been unable to buy it at that store. One of the company's 75 salesmen followed up this letter with a personal call within a few days. As a result, Table Queen Granulated Soap volume became one of the most popular local soap products in the area.

While still doing a good job, *Mirandy's Garden Patch* after several months was wearing itself out. Executives of Smart & Final Co. felt that it appealed to a limited audience. We looked around for another show to replace it, and in early September, 1939, the firm got what it believes was a break. Our advertising agency, Heintz, Pickering & Co., suggested a commentary sort of program featuring Johnny Murray.

He's the same Johnny Murray who was so popular on the old *Hi-Jinks* program sponsored by a bakery concern some years ago on Columbia-Don Lee network. Johnny made himself known and loved by every grocer on the Pacific Coast. He had a terrific following among radio listeners, too. We signed him on the spot. Thus began *Johnny Murray Talks It Over*, a thrice-weekly quarter-hour early morning program on KFI, Los Angeles. It isn't anything elaborate or fancy.

It's just made for ordinary folks with down-to-earth chatter. Johnny talks about oddities in the news;

TOM PAUL

spins a few human interest yarns he has picked up, and also tells about funny happenings. Occasionally he gives a bit of light, homey philosophy. In short, it is a *Reader's Digest* of the air. People like it because they feel and know that Johnny is sincere.

Perhaps Johnny's success (and the corresponding success of the company), is due to the fact that he is sold 100% on the organization he represents and its products. As a result, his commercials are sincere. His listeners know that when Johnny Murray says S & F and Table Queen Foods are good, they really ARE.

By the Bushel

From the day he started on the air with *Johnny Murray Talks It Over*, that was all they needed. They went out and bought his recommended merchandise. Thousands of former *Hi-Jinks* listeners were glad to have Murray back on the air. They rallied 'round, and sent bushels of letters asking where his new sponsor's products could be bought. More listeners joined the program's fast-growing audience. Today that program is an institution . . . almost a trade-mark.

Still Smart & Final Co. officials weren't satisfied. They were anxious to test this new found impetus. The advertising department conceived the idea of offering a small sample of S & F Coffee to any listener who might care to write in. Johnny made one short announcement of the offer on only one morning program. By the following week-end thousands of letters had poured in. As a result, Smart & Final Co.'s coffee division reported that more than 800 pounds of the product in small 2½-ounce tins had been mailed out. Sample giveaways were replicas of the actual one-pound S & F coffee can. Last year S & F coffee sales jumped 93.6% over the previous year. January, 1941, started the new year out with the company's most productive coffee month. It far exceeded any previous month in the history of the 27-year-old firm.

Another test was made. The firm procured 26-piece sets of table silverware which had been given to consumer customers for 25 S & F or Table Queen food labels and a small amount of cash. It was decided to let Johnny Murray see what he could do with this item among his airway fans. Last reports show that more than 27,000 sets of silverware have been distributed. Labels, letters, money orders, cash and thanks poured into KFI. Retail grocers reported that their customers demanded Johnny Murray's silveware set. And they got it.

Still Another

Our executives thought that perhaps the silverware premium offer had been something that more or less promoted itself, once it got started. Another test was made. This time the offer was an 8-piece glass beverage set with color-baked design, obtainable for 10 S & F or Table Queen labels and a small amount of cash. Before the summer was over, three freight-car loads of glassware sets had moved through the seven warehouses of the company.

Radio advertising today carries 95% of the load of acquainting housewives in the Southland with S & F Fancy and Table Queen Quality Foods. More people today are hearing about it, trying and repeating on these two brands, than ever before in the history of the organization. Recent Hooper Survey figures show that *Johnny Murray Talks It Over*, has led in popularity *all* programs over *all* Los Angeles area stations at its particular early morning time. Better than Hooper Survey figures, Smart & Final Co. reports that it has enjoyed one of the most gainful years of its existence, and as a result plans to do ever greater things in 1941.

THE smart thing to do, S & F finally decided, was to let radio sell their groceries. With a large line of food products, the far Western Wholesale house bought itself a piece of reasonable radio time and sat back to see what would happen. It happened, and S & F came back for more of the same. Again results were startling. And it's been that way ever since, especially since Johnny Murray started talking it over with those who consume groceries. Every so often S & F tests its audience with a premium offer. Once it had to supply 27,000 sets of table silverware. Another time it took three carloads of glassware sets to meet the insistent demand of listeners.

Selvin to Conduct AFM Disc Survey

Petrillo Seeks to Get Facts Of the Recording Industry

TO SECURE the "real facts" about phonograph records and transcriptions and their effects on the employment of live musicians, James C. Petrillo, president of the American Federation of Musicians, has commissioned Ben Selvin, vice-president of Associated Music Publishers, to conduct an exhaustive survey of the field.

Mr. Selvin

"In making this survey we are merely following the example of big business," Mr. Petrillo told BROADCASTING. "The recording business is a big business and we ought to know all about it but we don't know anything about it. Maybe it's doing the union musicians a lot of harm. Or maybe it's really doing us good. We don't know and that's why I appointed Selvin to find out the facts.

Wants the Facts

"We're making the study with no intent for its use now," the musicians' chief continued. "Our purpose right now is to collect information which I can pass on to the convention and if I have any advice to pass on by then I'll give them that, too."

Although representing a complete change of face on the part of Mr. Petrillo, who has always been an aggressive foe of what he calls "canned music", his choice of Mr. Selvin as the man to make the survey is taken as an indication that he is interested in learning the facts and not in just gathering ammunition for an attack on the recording industry.

A member of AFM's New York local, 802, with a long history as both violinist and band leader, Mr. Selvin is also a veteran in the recording field. Formerly recording director of Columbia Phonograph Co., he is now in charge of all transcribed programs for AMP and is also program director of Muzak, wired music service which is a subsidiary of AMP.

Denying that his study will be any "boogie man survey", Mr. Selvin stated that it will be more like a census and expressed the belief that the results will amaze the union president by showing that the makers of phonograph records and transcriptions spend a lot more for the employment of musicians than he has realized. The study will trace the history of the recording industry for a period of years, he explained, showing the trend in the amounts spent for musicians' salaries by the industry.

As the first step in the study, Mr. Selvin is now preparing a questionnaire to be sent shortly to radio stations, advertising agencies, recording companies, transciption firms and other users and producers of recordings. Admitting that the three months before the AFM convention, to be held June 9 in Seattle, is "only a short time in which to collect all the information we'd like to have", he said he would push the work along as rapidly as possible.

AFRA and Disc Firms Differ Widely On Proposed Provisions for New Code

RESUMPTION March 12 of negotiations on the transcription code proposed by the American Federation of Radio Artists when executives of the talent union met in a three-hour session with the committee representing transcription manufacturers and advertising agencies, revealed that the groups are still widely divergent on a number of important issues, which must be settled before the code can be put into effect.

While both sides described the meeting as "friendly", AFRA's representatives were admittedly disappointed in the lack of progress and hinted that unless signs of an agreement develop soon the union may be forced to "take action".

Getting Anxious

Negotiations over the code, which will regulate wages and conditions of employment for actors, singers, announcers and sound effects men on transcribed programs, were started a year ago but were broken off last summer when the union was engaged in working out the renewal of its contracts with networks and agencies covering employment of talent on network programs, both sustaining and commercial. Ensuing negotiations with booking agencies, straightening out the details of the new AFRA licenses for all talent placement organizations, further delayed a return to the transcription code, but now AFRA executives are ready and anxious to get it settled in the immediate future.

March 20, when the New York local of AFRA holds its quarterly membership meeting, has been set as a tentative deadline by the union, as it would like to submit the finished code to the members for approval at this time.

A major point of difference between the two sides concerns the wage scale for transcribed programs. AFRA is asking the same commercial fees as apply for network shows, $15 for a quarter-hour broadcast plus a $6 rehearsal charge. The transcription committee rejected this as impossible, stating that advertisers will not use transcriptions at all unless talent costs can be lowered to offset to some extent the charges for master recordings and pressings, as it would otherwise be too expensive.

AFRA's proposal of the same scale for sound effects men also was debated by the transcribers, who pointed out that the usual charge to an advertiser for a staff employe of this type is $5 an hour.

The committees discussed multiple sponsorship of a single program, with the transcription group arguing that separate talent charges for each separate use would make the cost of discs impossibly high for advertisers who may want to advertise one product in the East and others in the South and West. Auditions were also discussed, the employers holding there should be no charge for auditions made at the request of the talent, while the union argued that under such an arrangement any employer who wanted to chisel could require the talent to make the request.

Although nothing was settled at the first meeting, another session was to be held March 17, after each group had considered viewpoints expressed by the other side. At the first session, AFRA was represented by Mrs. Emily Holt, executive secretary, and George Heller, assistant executive secretary.

Present for the transcription companies and agencies were: C. M. Finney, Associated Music Publishers; John MacDonald and R. M. Morris, NBC; A. K. Spencer, J. Walter Thompson Co.; Leonard Bush, Compton Adv.; William Spire, McCann-Erickson; James Sauter, Air Features; Al Kabacker, Blackett-Sample-Hummert. Charles Gaines, World Broadcasting System, chairman of the transcription, was ill and unable to attend.

BMI to ASCAP

WHEN movie fans hear the ASCAP hit tune of MGM's forthcoming Shirley Temple picture, they can realize it was BMI promoted. The song, "Kathleen", composed by Eddy Hanson, originally was passed along to Therese Meyer, pianist of WTMJ, Milwaukee, BMI member, for her *Romantic Balladier* program. So effective was the presentation that Leo Feist, publisher of ASCAP tunes, bought rights to the song and now MGM has decided to use it in the Temple film.

THROUGH THE AIR with obvious ease went a description of the National Downhill and Slalom Ski Championships at Aspen, Col. over KOA, Denver last week. Station covered the two-day event through a unique shortwave setup. At right is Tor Torland, KOA announcer, with pack set standing at the half-way point on famous two mile Roch Run course. The biggest speck in the center at the foot of the hill is the KOA mobile unit which picked up Toland's signal. KOA Assistant Manager Robert H. Owen and Engineer Stan Neal handled the technical arrangements while Herb Hollister, of KANS, Wichita, radio's leading skier, assisted Torland.

AGMA Says Members Remain Loyal to Guild

RESIGNATION of Albert Spalding and a few others has caused no serious break in the instrumental ranks of the American Guild of Musical Artists, which is continuing its fight "for the right of artists to associate together in an organization of their own choosing and for their mutual benefit," according to an official statement issued March 12 by AGMA.

Release followed a board meeting at which the union decided to break its pledge of silence and "make public the true facts", to dispel the confusion "caused by Mr. Petrillo's ridiculous and exaggerated claims that AGMA's membership has joined with Petrillo's union and by the erroneous statements in Mr. Spalding's press release last week [BROADCASTING March 10].

Declaring that "the overwhelming majority of the solo instrumentalists have remained loyal to AGMA, notwithstanding Mr. Petrillo's threats and Mr. Spalding's capitulation," the statement disclosed that two meetings of instrumentalists had been held, one on March 2 at the invitation of Mr. Spalding, who unsuccessfully attempted to lead them out of AGMA and into AFM, and another a week later at the home of Jascha Heifitz at which the instrumentalists "resolved to stand together and support AGMA in its fight against Mr. Petrillo's unfair and unwarranted demands".

ASCAP Found Guilty, Pays $32,250 Fines

No Prison Terms Are Imposed By Court

ASCAP'S fond hope for a "whitewash" of the Government's criminal anti-trust suit against it for violation of the Sherman anti-trust act failed to develop when Federal Judge F. Ryan Duffy, of Milwaukee, last Thursday slapped an aggregate of $35,250 in fines against the Society, its officers, 23 directors and 19 publishers.

A plea of nolo contendre, professing neither innocence nor guilt, resulted in a ruling by Judge Duffy that the defendants were "guilty in this case only". Judge Duffy caused the defendants considerable uneasiness in pointing out that each could be imprisoned for a year or fined up to $5,000 or both, but upon the plea of Victor O. Waters, special assistant to the Attorney General, who has handled the copyright prosecution, the penalties were confined to fines.

Polletti Predicts

The amount of the fines was a surprise. Judge Duffy took the parties to task for published advance accounts in the trade press indicating that fines of $24,000 would be imposed. Other trade articles (not in this paper) had indicated that the fines would be dropped altogether.

With the termination of the criminal suit, ASCAP's chief special counsel, Lieut. Governor Charles Poletti, of New York, predicted that return of ASCAP's music to the air can be anticipated. The first step in this direction may come March 17 when the NAB board of directors meet in New York for sessions with the ASCAP radio negotiating committee. As far as the NAB is concerned, however, these conversations are expected to be of an exploratory nature, pending submission of a definite royalty formula by ASCAP.

In the crowded Milwaukee courtroom, Attorney Poletti entered the plea of nolo contendere for ASCAP. He described the Milwaukee case, alleging 10 specific violations of the anti-trust law and the consent decree recently signed by ASCAP as "a constructive job in the public interest". Then he observed that the question of price is the only one remaining between agreement with the broadcasting industry on return of ASCAP music, which has been absent from the networks and most stations since Jan. 7.

Upon his return to New York Friday, Mr. Buck confidently predicted early return of ASCAP music to the air, though there was no real basis for such a prognostication insofar as broadcasting industry sources are concerned. He called the imposition of fines against ASCAP as a "healthy purging" of abuses, declaring that this move "ends all bickering and now the people can have the music they've been shouting for for the last three months". [Editor's Note: Listener surveys do not indicate any diminution of listener interest in programs not using ASCAP music.]

Twenty of the Society's officers and directors, among them some of the nation's best-known writers, were in the courtroom when sentence was pronounced. ASCAP was fined $5,000 as the parent organization. Gene Buck, ASCAP's president, who has just accepted a reduction in salary from $50,000 to $35,000 a year because of the radio music war, was fined $1,500 as were E. C. Mills, chairman of the administrative committee, and John G. Paine, general manager. Mr. Mills' salary recently was reduced from $50,000 to $35,000, while Mr. Paine took a cut from $27,500 to $24,750. Twenty-three other ASCAP members were fined $500 each, and the 19 publishing houses cited were fined $750 each.

At the Hearing

Present for the court edicts were, in addition to those mentioned, Louis Bernstein, ASCAP vice-president and director; Otto A. Harbach, vice-president and director; George W. Meyer, secretary and director; Gustave Schirmer, treasurer and director; John J. Bregman, assistant treasurer and director; Irving Caesar, assistant treasurer and director; and Fred E. Ahlert, Saul Bornstein, May Dreyfus, Walter Fischer, Edgar Leslie, Jack Mills, Herman Starr, John O'Connor, Deems Taylor, Will Von Tilzer, Oscar Hammerstein 2d, all directors.

Absent were Jerome Kern, Raymond Hubbell and Oley Speaks, who were ill; J. J. Robbins, who was in Cuba; and John Mercer, who was en route to Milwaukee from Hollywood but was unable to arrive until the 55-minute session was finished.

As the name of each personal defendant was called, he strode from the jury box, where he had been sitting, and stood before Judge Duffy. Without exception, the air of each defendant was grave. Judge Duffy then pointed out that defendants in anti-trust cases could be imprisoned for a year or fined up to $5,000 or both, and imprisonment could be imposed. He then turned to Mr. Waters, 32-year-old Government attorney, and asked him whether the guilt in the case was flagrant enough to demand the imposition of a jail term.

"No Moral Turpitude"

"There is no moral turpitude sufficient to require a prison sentence," Mr. Waters replied. "As far as ASCAP itself is concerned, the maximum fine should be imposed." The court then asked Mr. Buck if he had anything to say.

"No, your honor", he replied.

"I find you guilty then in this case only," Judge Duffy said. "I fine you $1,500."

The fines of $500 each then were levied against the 26 ASCAP directors absent as well as present. As each defendant was fined, Judge Duffy pointed out that the fine was "in this case only". This was interpreted to mean that the pleas and fines could not be used against them in any other court actions.

The session was marked by two unusual incidents. When Von Tilzer, one of the ASCAP directors, was before the bench, he waited only until the court pronounced guilt and then walked away. "Don't go away," Judge Duffy said, "you may find yourself in jail." Von Tilzer retraced his steps, then stood by while the court imposed the fine.

After calling of the list of personal defendants was concluded, Mr. Poletti advised the court that the name of May Dreyfus had not been called. The court clerk observed he had called the name but Dreyfus, seated in the jury box, said he had not.

"I don't want any discrimination again you," Judge Duffy said. "Someone might think you fixed it with the clerk so your name would not be called." Following imposition of the fines, Mr. Poletti told the court he "believed Waters had something to say".

"I don't want any advice from him about what the fine should be," Judge Duffy said.

Mr. Waters then made his plea. "I do not insist upon what requirements the court should follow in fining the corporation," he said. "However, some of these firms are small. If the same fines were imposed upon them as upon ASCAP, it would work considerable hardship."

Judge Duffy said he did not think the fines should be the same. Then he added:

"I am taking cognizance of a newspaper story which quoted

(*Continued on page 41*)

NAB's Board Will Consider Plans to Dicker With ASCAP

Greatly Reduced Payments to Society Foreseen; Rumors of Break in United Front Dispelled

FIRST STEPS toward possible return of ASCAP music to the air will be taken this week when the NAB board of directors convenes in New York to consider all phases of the music question. At the request of Gene Buck, ASCAP president, NAB President Neville Miller called the meeting for March 17-18 at the Hotel Roosevelt.

The first business was to be prospective appointment of a committee to meet with the radio committee of ASCAP and exchange views on a plan under which ASCAP music would be offered on a per-program basis. Predictions are that if a plan is evolved, it will not result in payments to ASCAP of more than an estimated $2,500,000, as against approximately $5,000,000 paid last year.

Radio Committee

If the 26-man board decides upon appointment of a radio negotiating committee, its membership probably will be similar to that named several years ago by the NAB and which finally despaired of any hope of getting together with ASCAP.

The members of this committee were NAB President Miller; Edward Klauber, CBS executive vice-president; Lenox R. Lohr, then NBC president (who will be replaced by President Niles Trammell); John Elmer, WCBM, Baltimore, representing local stations; Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of Independent Radio Network Affiliates; John Shepard 3d., president of Yankee Network and chairman of National Assn. of Regional Broadcast Stations; Walter J. Damm, managing director of WTMJ, Milwaukee, and a prominent figure among newspaper-owned station executives.

In a statement made March 12, Mr. Miller revealed that he had called the board together only after considerable correspondence with Gene Buck, president of ASCAP, beginning Feb. 26 when ASCAP signed a consent decree which required it to sell its music on a per-program plan.

"I immediately wrote Mr. Buck," Mr. Miller stated, "that if the Society cared to submit terms by which broadcasters could obtain licenses to use ASCAP music on radio programs, I would call a special meeting of our board of directors to consider such proposals.

"It is understood," Mr. Miller continued, "that no broadcaster has delegated to the NAB the right of negotiation and that any proposal must eventually be submitted to individual broadcasters. Several broadcasters, I am told, have themselves made this clear to ASCAP by writing ASCAP to that effect.

"However, Mr. Buck feels that it would be helpful if our board were to appoint a committee to sit with ASCAP's representatives to assist in formulating a proposal for submission to broadcasters. I have therefore called a meeting of our

(*Continued on page 48*)

Radio Journalism—A New Technique

Simplicity and Clarity Are Main Factors In Newscasts

By J. N. (Bill) BAILEY
News Editor
WLW-WSAI, Cincinnati

THE newest in journalism—radio news—would baffle the boys of the flowing-tie and man-nips-dog days. Gone are the flowery phrasings and lacy verbiage of past decades—gone at least as far as news broadcasting is concerned. In the years of evolution radio has developed its own news technique. It has a job to do, and does it in its own way. Bill Bailey has a job to do at WLW-WSAI, where he is news editor. And he does it in a big way, aided by the extensive facilities these Cincinnati stations are able to provide. Consequently he speaks with authority when he discusses radio news and its technical problems.

ONCE upon a time the ears had it. Then the eyes.

Now it's a combination of both in this business of news dissemination.

Mr. Bailey

Centuries ago the town crier gave the news. Then came the newspaper. Now comes radio.

And out of it all radio has developed a new technique in journalism, a technique that would set back on their heels such sterling journalists as the late Joseph Pulitzer, Horace Greeley and Arthur Brisbane.

Writing news has been governed for years by these requisites: (1) choosing copy; (2) writing from a definite viewpoint, and (3) mechanics of writing.

Three Additions

To those three fundamentals radio has added three more: (1) brevity; (2) clarity, and (3) drama.

Brevity is demanded because our time is limited. Clarity is necessary because the listener cannot go back and study obscure paragraphs. Drama is essential because the listener would lose interest if the whole story were told in the beginning.

Millions of radio fans tune in daily to Joe Doaks. In this case he's representative of the dozens of newscasters on the air. He calls himself a commentator. His announcer tells you he analyzes the news. He speaks with authority. Millions swear by him. Some swear at him.

But Joe Doaks is not a commentator, in the literal sense. Neither is he a news analyst. He's the chap who gets paid for reading what another was paid for writing. Generally his writer (if he has one) is a former newspaperman. Many of these Joe Doaks's read copy right off the news service teletype machines.

Nevertheless it's the voice of Joe Doaks that makes known this new technique in journalism. It's a style destined to become permanent. Sure, it's a radical departure from newspaper tradition. But radio is like that.

Fundamentally news for radio and news for publication are similar. In choosing copy for broadcast we must use care, just as the slot man exercises good judgment. A story in print may read fine to Mr. and Mrs. Jones. They wouldn't care to have their innocent youngsters read that same story, if they could read.

On the air that same yarn might be repulsive. For remember, little Johnnie and Katherine have keen ears, though they can't read beyond the primer. In radio we take this attitude:

A news reader is, in fact, a stranger come into your home through the loudspeaker. He's there at your invitation to tell you the day's news. His voice is pleasant, he speaks with authority and he tells the story simply. His selection of stories is in good taste.

Conversational Style

He summarizes the European war, gives you the highlights of what Congress is doing, adds something from the business world, tosses in a humorous quip. In general he reviews the news highlights.

With reference to the viewpoint we differ greatly from writing for publication. The average news wire story is handled with dignity. There's a formality in news writing that has been tradition. Sports writers cast that tradition to the four winds, however, and write with reckless abandon. They write with a light, breezy style. Big words and involved phrases are unknown to them. Will Rogers used that style. He kidded everybody and phrased his columns in "down home" language.

Radio attacks news from a more or less familiar viewpoint. Our style might be termed in between formal journalism and familiar sports writing. Briefly, we write news copy for radio in a conversational manner.

As for mechanics, we leave that more or less up to the individual writer, just as a newspaper does. In all there are 121 figures of speech. To analyze each and explain its application to radio would involve a series of articles of almost globe-circling length.

Frequently I have been asked, "Do you think the radio will ever replace the newspaper?" My answer is:

"No, emphatically no."

Look over your lead stories out of Europe today. Most of them run 200 to 1,000 words, each. How many European stories does the average daily newspaper publish? Ten to 15 and sometimes more. The average newscaster reads 2,250 words in a 15-minute newscast. If radio attempted to broadcast every story in detail we'd have few listeners.

Simply and Clearly

Handling that same wire copy for broadcast, our writers read every story, then summarize in no more than 800 words. Frequently we use less. We can't hope to give all the details. That's why listeners tune in for the highlights and read their newspapers for the details.

Our copy must be written simply and clearly. A reader can go back and read an involved item sentence by sentence. When a word is spoken, that's it. Thus we must write news copy that tells the story in a clear, simple manner.

Suppose radio covered the five W's, the who, what, when, where and why, in our lead? The rest of the newscast would be dull. Radio is the show business. That's why we must write news copy from a dramatic angle.

As an example, a wire service might send this story:

"Bucharest—The German Foreign Minister, Joachim von Ribbentrop, met with General Antenescu, the Roumanian premier, in this capital city today in an epoch-making three-hour conference, at which it was decided, subject to ratification by the two governments involved, that in the future Roumania will adopt a foreign policy which would be in complete harmony with German political and economical hegenomy in Europe."

Radio would say it like this:

"Inside the foreign office at Bucharest today, the German foreign minister and the Roumanian premier were closeted. All Europe watched that conference. The future policy of Roumania was being molded. After three hours the Roumanian premier emerged. A few minutes later it was announced that henceforth Roumania's foreign policy would be radically changed to conform to the wishes of Germany."

Thus radio first sets the scene, brings in the characters and builds the story to a climax.

Not a Passing Fancy

International News Service and United Press were the first newspaper wires to enter the radio field. Now the Associated Press is in the fold. INS gives radio its regular wire. The UP created a radio wire. The AP services radio with its news wires.

Not long ago I was talking to a news service executive. We discussed this new technique in radio. His conclusion was:

"Radio wires are passing fancies. They won't last long. It's up to the radio stations to put in newsrooms like yours and use the regular newspaper wires."

I cannot agree with my friend. the wire service executive. After 6½ years in radio I am convinced that the news services must provide radio with what radio wants.

It's true the Crosley sations, with our large newsroom, do not need special radio wires. We provide copy for 34 newscasts a day. Only a few other stations boast of newsrooms.

The average broadcaster cannot afford such an elaborate setup. Revenue won't permit buying a newspaper wire, then hiring experienced men to rewrite that wire copy for paid announcers to read. When the average station buys a news wire, that station wants copy that can be torn off the teletype machines and read "as is" by an announcer.

The news service that determines what radio wants and provides it, is the service that will do the outstanding job in radio. Copy for radio must be written with these requisites in mind:

(1) Brevity, (2) clarity, and (3) drama, added to (1) choosing copy (2) writing from a definite viewpoint and, (3) mechanics of writing.

THEY WERE IN THE NAVY THEN

One of a Series

THEY LEARNED RADIO in the Navy long before broadcasting became a major offshoot of wireless and long before they ever dreamt it would provide them with adult careers. For pictures of what they look like today and notes on where they served, see page 42.

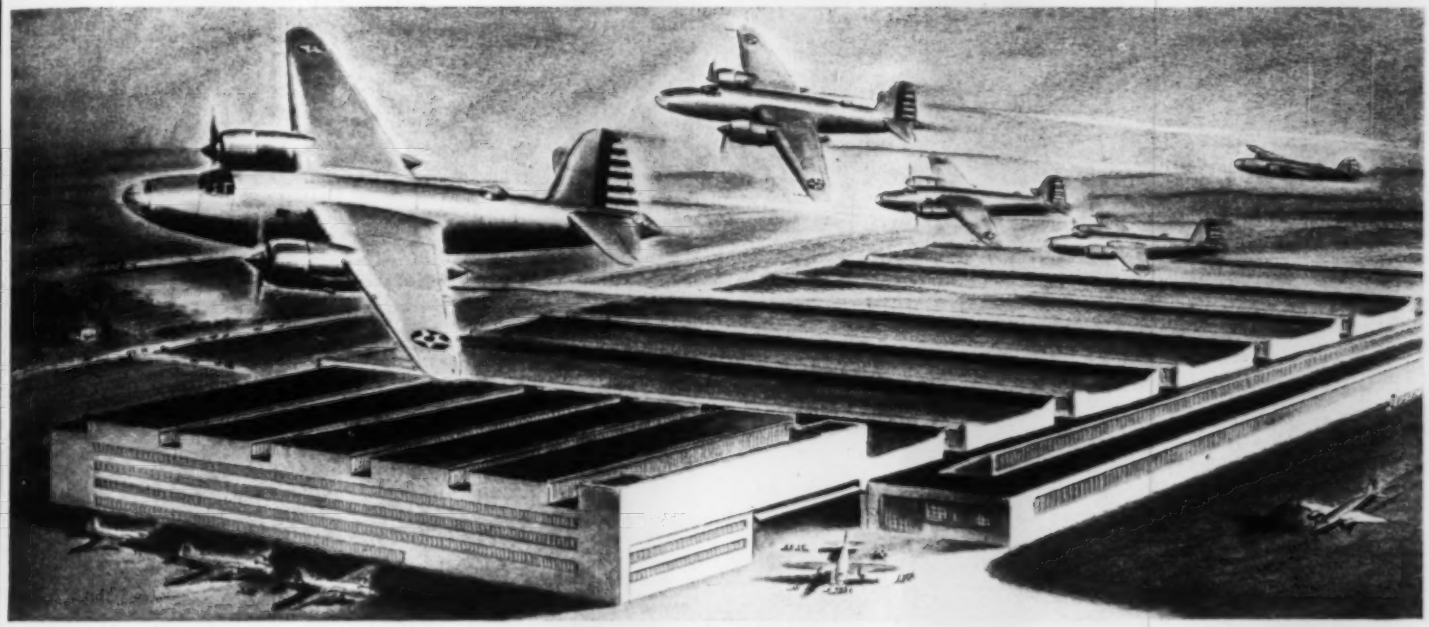
WOW
delivers more listeners, in more counties, with more spendable income, than any other station in the Omaha market.

WOWS-A-GRAM

WOW
does the job in the Omaha - Great Plains market at less cost than any combination of stations in the same territory.

Vol. 1 — No. 2 OMAHA - GREAT PLAINS MARKET BULLETIN OMAHA, NEBRASKA

$20,000,000 New Payroll for Omaha Market



Martin Bomber Plant to Employ 1,500 in Construction - 8,000 When Ready for Use

Omaha's $10,000,000 bomber plant emerged from the realm of dreams into economic reality last Monday, when the ceremonial breaking of ground was carried out at Fort Crook, Nebraska. The huge plant, six blocks square, is expected to be ready for production by October or November. Meanwhile, approximately 1,500 men will be employed in construction. The plant will be operated by the Glenn L. Martin Company.

18,000 Employees Ultimately Expected

While the initial number of employees is estimated at 8,000, according to Frank P. Fogarty, Omaha Chamber of Commerce Commissioner, the plant at full capacity will employ an estimated 18,000 persons, with a payroll estimated at $20,000,000 a year.

20% Increase In Omaha's Spendable Income Anticipated

According to Mr. Fogarty, "If and when the bomber plant payroll reaches the figure of 18,000, that will be two and one-half times as many men as are now employed in the Omaha live stock industry, and more men than are now employed in all the factories of Omaha combined." On this basis the city's spendable income should be increased by about 20 per cent.

Martin Says "Permanent"

Glenn L. Martin was quoted in Omaha papers as saying that this bomber plant is not merely an emergency defense project, but will be operated on a permanent basis after the emergency is past.

Construction Work Alone Will Hike City's Income

An upward turn in Omaha's income should be felt almost immediately, as 1,500 men go to work in the bomber plant construction. Retail sales are expected to climb sharply after July. Commitments to cover this rapidly growing market with *WOW* should be made as early as possible.

Write for WOW's COMPREHENSIVE MAPS, SURVEYS and CARTOGRAPH

This May Be Big Crop Year, Too!

This may be the year that farmers of the Omaha-Great Plains area have been hoping for since 1932. Moisture content of the Nebraska subsoil is estimated to be 45 per cent ahead of last year at this time. According to Bruce Russell, vice-president of the Farmers National Company, present indications point to the most favorable growing season in years. With farm and city income both tending upward, sales and advertising managers should be ready to increase promotions in the Omaha-Great Plains area, where one radio station — *WOW* — dominates the market.

You Can Dominate the Omaha Great Plains Market
WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC. 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co., Representatives

Griffith Thompson Named to Manage Brooklyn Combine

Leaves Westinghouse for New Merger of Four Outlets

GRIFFITH B. THOMPSON, since last July general sales manager of the Westinghouse stations, on March 17 becomes vice-president and general manager of the four Brooklyn time-sharing stations which are consolidating for operation as a single fulltime station.

Mr. Thompson

After eight years of litigation, the owners of the four stations—WARD, WBBC, WLTH and WVFW—all operating on 1400 kc. with 500 watts, signed an agreement last January providing for unified operation, with each of the station owners holding 25% of the stock in the new enterprise [BROADCASTING, Jan. 13].

Hope for FCC Approval

Application, which was filed with the FCC immediately after the stations had reached their agreement, has been recommended by the legal, accounting and engineering departments of the Commission and the applicants hope for the official FCC approval before March 29, when their stations shift to 1430 kc. After the consolidation is approved, the owners plan to apply for a power increase to 5,000 watts.

Plans for consolidated studios are in the formative stage, it was reported, with locations under consideration. A temporary consolidation among the present studios will probably follow approval of the unification. Program plans call for broadcasting in English through the daytime hours and in foreign languages from 6 to 10 p.m. Income from the evening hours, of which more than half are reported already spoken for by prospective sponsors, is expected to be large enough to carry the station until it can build up a daytime audience, it is reported.

Griff Thompson's background in radio includes station, network, agency and recording company experience, chiefly in the sales end. Sales manager of WBZ, Boston; sales executive with NBC; radio director of Bermingham, Castleman & Pierce, New York; general sales manager of Associated Music Publishers; sales manager of KYW, Philadelphia—these were some of his titles before he was made general sales manager of all Westinghouse stations last summer when that company took over the operation of the four stations it owned which had formerly been operated by NBC.

Since then, he has directed the sales of all six Westinghouse stations—KYW; WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh, and WOWO and WGL, Fort Wayne.

In his new position, Thompson will direct all activities of the consolidated Brooklyn station, under the supervision of the board of the company, including Rabbi Aaron Kronenberg, owner of WARD, president; Peter Testan, WBBC, vice-president; Samuel Gellard, WLTH, secretary; Salvatore D'Angelo, WVFW, treasurer.

KIDO'S KEGLERS are the top team in the Boise (Idaho) bowling league. The team is composed of (l to r) C. W. Chapin, Duke Reading, Harold Toedtemeier, Nick Ney and Curt Phillips, the latter general manager.

West Coast Net Series for Old Golds Contracted as Lorillard Expands Spots

P. LORILLARD Co., New York, for Old Golds, will sponsor on six NBC Pacific-Red stations, a half-hour program featuring Tommy Riggs and starting April 17, Thursdays, 9:30-10 p.m. (PST). Agency is J. Walter Thompson Co., New York, which completed the negotiations with Riggs in New York last week.

In the meantime, indications are that the company will become increasingly active in the spot field, with one-minute announcements ready to start for Old Golds on six stations in major markets.

Company has purchased on WABC, New York, a thrice-weekly early morning five-minute period of popular recorded music titled *Record of the Day*, and one-minute daily announcements on WNEW.

Southwest Series

For Ripple tobacco, P. Lorillard has placed a quarter-hour of hillbilly music by Adolph Hoffner's band thrice-weekly on KTSA, San Antonio, and transcriptions of the same program three times a week on KRGV, Weslaco, and KPRC, Houston. Nine stations may be added.

On April 8 the company is shifting *Lawyer Q*, weekly quarter-hour quiz program heard for Friends tobacco on WOR New York, to WJZ, New York.

Union Leader tobacco spot contracts have been renewed, which includes quarter-hour news, market reports and music three to six times weekly on WCLE, Cleveland; WLW, Cincinnati; KFAB, Lincoln; WLS, Chicago; WHP, Harrisburg; WGY, Schenectady; and the Michigan Network except WXYZ, Detroit.

Lennen & Mitchell, New York, is agency in charge of Ripple, Friends, and Union Leader tobacco accounts.

Lehman Named

A. W. LEHMAN, manager of the Cooperative Analysis of Broadcasting, has also been placed in charge of the headquarters of the Advertising Research Foundation. Like the CAB, with which Mr. Lehman continues, the ARF is jointly sponsored by the American Assn. of Advertising Agencies and the Assn. of National Advertisers. The Foundation is maintained to promote greater effectiveness in advertising and marketing through impartial and objective research. Mr. Lehman's offices are located at 330 W. 42d St., New York, telephone, Longacre 3-1454.

Mr. Lehman

Nu-Enamel Spots

NU-ENAMEL Corp., Chicago (paint), on March 17 started a varying schedule of three to six-weekly participating and spot announcements on WBBM and WGN, Chicago, WOR and WMCA, New York. Contracts are for 13 weeks. More stations will be added in the near future. Agency is William Blair Baggaley Inc., Chicago.

WSIX Gets Boost

WSIX, Nashville, was elevated from local to regional status by the FCC in a decision last Tuesday, granting it an increase in power from 250 watts to 1,000 watts night, 5,000 watts day, with a shift in frequency from 1210 kc. to 980 kc. The grant becomes effective after March 29, under the terms of the Havana Treaty reallocation.

SERIALS SHUFFLED BY GENERAL MILLS

GENERAL MILLS, Minneapolis, on April 24 will reshuffle the quarter-hour daytime programs heard consecutively Monday through Fridays on 29 NBC Red & Blue stations between 2 and 3 p.m. At present, the 2-2:15 period is occupied by *Betty Crocker* on Wednesdays and Fridays, and by *Hymns of All Churches*, Mondays, Tuesdays, and Thursdays for Gold Medal Kitchen Tested Flour. At 2:15-2:30 *Arnold Grimm's Daughter* is heard for Corn Kix; 2:30-2:45, *Valiant Lady* for Bisquick, and 2:45-3, *Light of the World* for Corn Kix. Under the new schedule, *Light of the World* (for Gold Medal Kitchen Tested Flour) will be heard at 2-2:15; *Mystery Man* (for Wheaties) at 2:15-2:30, replacing *Betty Crocker* and *Hymns of All Churches; Valiant Lady* (for Bisquick) will continue at 2:30-2:45, and *Arnold Grimm's Daughter* (for Corn Kix) at 2:45-3 p.m. *Mystery Man* is a new program built around dramatizations of well-known mysteries. Blackett-Sample-Hummert, Chicago, is agency for Gold Medal Kitchen Tested Flour and Corn Kix, while Knox-Reeves Adv., Minneapolis has charge of the Wheaties and Bisquick accounts.

Three Daytime Serials Moving to Red Network

THREE daytime serials—two sponsored by General Foods Corp., New York, and one by Best Foods, New York—will be shifted from CBS to NBC-Red and will be heard consecutively from 5-5:45 p.m. daily.

Under the present lineup on CBS, General Foods sponsors *Home of the Brave* on 80 stations, 2:45-3 p.m., for Calumet Baking Powder and Swansdown Cake Flower, and *Portia Faces Life* on 84 stations for Post Toasties, 4-4:15 p.m. Best Foods sponsors *We the Abbotts* for Nucoa and Hellman's Mayonnaise on 57 stations, 4:15-4:30 p.m.

On April 28, *Home of the Brave* and *Portia Faces Life* will be shifted to NBC-Red, and will be heard at 5-5:15 p.m. and 5:15-5:30 p.m. On June 2, *We the Abbotts* will shift to NBC-Red and will be heard daily at 5:30-5:45 p.m. Latter two programs were placed through Benton & Bowles, New York, while the former was placed through Young & Rubicam, New York.

Philip Morris Drama

PHILIP MORRIS & Co., New York (cigarettes), will change the format of *Johnny Presents*, heard Fridays at 9-9:30 p.m. on 90 CBS stations, to a straight dramatic show. New program will be titled *Great Moments From Great Plays*. The dramas will be adapted by Charles Martin. Change will be made March 21. The current show features Ray Block's orchestra with a dramatized "perfect crime". Biow Co., New York, is agency.

Tobacco Test

BENSON & HEDGES, New York, is testing a 10-minute news program for Virginia Rounds cigarettes thrice-weekly on WFBR, Baltimore. More stations may be added if test is successful. Maxon Inc., New York, is agency.

City Radio Survey Shows More Sets

Results of Extensive Study By Crossley Are Announced

CITY DWELLERS in the United States listen to the radio some 77,321,100 hours a day, and 18,113,000 families in U. S. urban centers possessed at least one radio on Jan. 1, 1940, according to a study of 1938-39 urban listening habits conducted jointly by the NAB, NBC and CBS through Crossley Inc.

Results of the survey are set forth in a 40-page two-color booklet, *Urban Radio Listening in the United States*, which the NAB announced last Friday would be released this week. The study comprised 65,000 personal interviews distributed among all seasons of 1938 and 1939.

The survey, hailed as the most comprehensive analysis of the urban radio market ever undertaken, was conducted to determine the extent of radio ownership and use by families located in cities and towns all over the country. The study complements the rural radio survey published two years ago by the Joint Committee on Radio Research.

90.9% Have Radios

According to a pre-publication analysis by Paul F. Peter, NAB director of research, the survey indicates that the 18,113,000 urban families with radios as of Jan. 1, 1940, represents 90.9% of the 19,919,000 families in urban places (cities and towns of 2,500 or more population) estimated by the Scripps Foundation. This amounts to a 5.3% increase over the figure developed as of Jan. 1, 1937, from the Daniel Starch survey conducted for CBS, Mr. Peter commented.

An increase of 55.4% over the 1937 figure, the survey indicated 2,292,000 radio families with two or more home radio sets, amounting to 29.2% of all families in this category and pointing to the increase in multiple set ownership. Radio families owning an automobile radio numbered 3,557,000, 19.6% of the radio families and an increase of 5.5% since 1937, the survey showed.

Indicating an increase in urban listening, the survey set the median hours of daily family use of radio, based on all sets owned, at 4 hours, 17 minutes, an increase of 3.2% over the 4 hours, 9 minutes of the 1937 surveys. This figure becomes 5 hours, 4 minutes, based on sets in use some time during the total day, it was pointed out. As a seven-day average, a rotating 83.7% of all urban families listen to the radio at some time during every day, an increase of 11.2% from the 79.3% reported for 1937.

With "availability" defined in the study as the presence of radio families in their homes and awake, the survey showed that an annual average of 83.6% of urban families is available on the average weekday in the morning; 77% in the afternoon; 83.6% in the evening.

TREATY SHIFTS COST $1,500,000

Changes in Antenna Systems Are Largest Items In Expense Entailed by Allocation

OUT-OF-POCKET expense aggregating about $1,500,000 probably will result to the nearly 800 stations changing frequencies and altering their broadcast facilities March 29 under the Havana Treaty reallocation, according to an estimate by NAB Washington headquarters.

This figure, covering estimated costs of new crystals, changes in directional antenna systems and nominal expenses to stations making changes of only minor nature, along with promotion and administrative expenses, is exclusive of 50 kw. installations to be made in conjunction with the reallocation.

Antenna Changes

According to the NAB breakdown of station expenses involved, cost of crystals is estimated at $120,000; alteration of about 100 directional antenna systems, $200,000; 50 new directional antenna systems, $500,000; nominal costs to the remaining 650 stations, $325,000. Although the promotion and administrative expense items, which would include consulting engineers' and attorneys' fees, was not definitely estimated, it was believed these items would boost the out-of-pocket expense to near $1,500,000.

Apart from this figure, it was estimated that construction of 10 more 50-kw. stations under the Havana Treaty clear channel setup would cost about $3,000,000, with numerous other cases requiring purchase of additional equipment to cover minimum operating service under the Treaty for an additional large sum.

Going into the home stretch, the NAB's *Movin' Day* campaign, designed to educate the public on new dial positions of their stations, is proceeding with increased tempo. Broadcasters in many cities are conducting active educational campaigns, through special promotions and *Movin' Day* broadcasts. Governors of a majority of the States and a large number of mayors already have issued proclamations or resolutions dealing with the March 29 frequency shifts.

In addition to widespread use of their own facilities to inform the public on new dial settings, newspaper display space is being used by many stations, particularly those affiliated with newspapers. Radio servicemen, as well as manufacturers and local public utility companies, also have actively spread the *Movin' Day* gospel.

LUXURY LINER winner Fred Kress of St. Louis is being congratulated by Oscar A. Zahner, of Ruthrauff & Ryan, after the Dodge Jamboree at the Municipal Auditorium. The celebration climaxed an intensive Dodge campaign over WIL in the Mound City. The Jamboree attracted 4,299 persons. Left to right, hiding the car, are Jerry Colt, mc; O. J. Rose, St. Louis manager of Dodge Bros. Corp.; Neil Norman, program director of WIL; Ray Manning, announcer; the winner; Allister Wylie, musical director of the station; Ray Stricker and Ken Bennett, Ruthrauff & Ryan; Bart Slattery, publicity director of WIL.

Carnation's Additions

CARNATION Co., Milwaukee (canned milk), will add 22 stations to the 12 now carrying Arthur Godfrey in the *Contented Quarter-Hour*, making a total of 34 stations which will carry the program twice a week starting April 2. Stations to be added, according to Erwin, Wasey & Co., are WAPI KNX WSB WTOC WLBZ WBCM WSAM KMBC KSD KRBM KGIR KPFA WHAM WBIG KDKA WDOD WNOX KTSM WDBJ WHIS WCHS WWVA.

Read Goes to Alaska

WALTER L. READ, former general manager of KVAN, Vancouver, Wash., on March 19 takes over the general managership of KINY, Juneau, Alaska. He succeeds C. B. Arnold, manager for the last six years, who has been transferred to the national sales department of the station, with headquarters in Seattle. Edwin A. Kraft, of Seattle, who heads the Northwest Radio Advertising Co., is owner of KINY.

Godfrey-WEAF Deal

NEGOTIATIONS were about complete March 13 for a new early morning program on WEAF, NBC-Red key in New York, featuring Arthur Godfrey in a program similar to his current *Sun Dial* on WJSV, CBS Washington key. The program, five mornings a week, will be available for participating sponsorship. Negotiations have been conducted by Sidney Strotz, NBC program vice-president, and John T. Adams, of Adams & Adams, representing Godfrey, who also is heard on many stations for Carnation Co.

Army Publicity Officials Meet

CARRYING on the War Department's program of streamlining for efficiency in every branch of military service, 160 public relations officers from military reservations all over the country met in Washington March 11-14 to participate in a four-day discussion period designed to coordinate the Army's public relations problems and efforts.

Foreign Facilities Dickering Banned

FCC Issues Warning Against Exchanges of Frequencies

A WARNING to broadcasters seeking to improve their assignment under the Havana Treaty allocations against individual dealings with licensees of foreign stations or with governments signatory to the Treaty was sounded last Friday by the FCC.

Basing its action on information that private representatives of stations have been attempting to deal directly with owners of stations in neighboring countries, the FCC issued a "public notice" setting out the procedure to be followed.

It is known that a number of broadcasters have conferred privately with owners of foreign stations in connection with possible duplicated assignments on their facilities. In several instances, the reallocation agreement reached between this country, Canada, Mexico and Cuba prescribes tentative allocations contingent upon assignments made in these countries. A case in point, for example, is the assignment of 1220 kc. to a station in Kirkland Lake, Ont. If this facility is not used by that station, it would become available to this country.

The FCC said it had learned that "in certain instances private representatives of radio stations in the United States have been attempting to deal directly with the owners of radio stations in some of the neighboring countries . . . on matters having to do with the allocation of radio frequencies and specifically involving proposed changes in the frequencies of certain broadcasting stations, either in the United States or in the other countries mentioned."

Public Notice

It is understood the matter was discussed in an FCC meeting last week and that Chairman Fly initiated the move to curb any repetitions. The FCC'e public notice continued:

Such a procedure in many instances might jeapordize any international negotiations which might be in progress, and might bring prejudicial results in the case of certain international treaties to which the United States is a party. Such action could cause serious embarrassment to this Government.

Any proposed negotiation between broadcast stations in this country and those in foreign countries should be through the medium of prescribed Government jurisdiction. All such cases should be presented first to the FCC which in turn will recommend appropriate action through diplomatic channels if required.

This notice is in no way intended to affect any negotiations concerning the exchange of programs as between the various countries which are being carried on in the normal conduct of program contract arrangements."

EFFECTIVE March 30, Dorothy Thompson, newspaper columnist, will discontinue her Sunday evening series of commentaries on MBS. The program is currently heard 8:45 p.m. with ten participating sponsors.

More American Radio Sought By Latins, Francisco Claims

Large Audience Built Up for News Broadcasts; Americans Said to 'Murder' Latin Music

LATIN AMERICAN audiences would welcome an increased radio program schedule from the United States, especially if, through improved shortwave broadcasting facilities or by local rebroadcasts of these programs, they were more generally accessible to most set-owners, according to Don Francisco, radio member of the communications committee of the Rockefeller Commission on inter-American relations.

With few theatres to stimulate the development of talent and with few stations financially able to afford live talent even if it were available, Latin American programs are chiefly phonograph records, he said. Advertising on the air consists almost entirely of announcements interspersed among records, he added, with few sponsored programs comparable to ours.

News Listeners

Despite the difficulty with which broadcasts from the United States are received, especially in the southern Latin American lands, there is already a large audience for our news broadcasts, he stated, made up of people who put up with low quality reception to get news that is factual and uncolored by nationalistic propaganda. They are well aware that most of the news from Europe is distorted with propaganda, he stated, and are equally convinced that news from the United States is not.

"I believe we could send down to Latin America much more news than we are now doing," he declared. "They are interested in news of the United States, of Canada and of all the other Latin American countries as well as in the war news from Europe, and I think there would be a large audience for a program of Western Hemisphere news, possibly an hour a day. There is also a place for good Spanish and Portuguese news commentators to interpret the news for Latin American listeners."

While news is undoubtedly the most popular type of program we can send to Latin America, there is considerable interest in all types of our domestic broadcasts, Mr. Francisco believes. He suggested that many of them might be translated into Spanish and Portuguese and broadcast on the shortwaves without other change. The new Spanish edition of the *Readers' Digest* is very popular, he said, and the idea might well be adapted to radio.

Musical programs for Latin America should be about the same as for the audience in the United States, he reported, as they enjoy hearing our swing and popular tunes played by good dance bands in the same way that we enjoy well-played tangos and rhumbas. But we should not attempt to shortwave Latin American music to them, as they say that our orchestras "murder" their tunes.

Number of Sets

Classical music fans are about as numerous below the border as above it, Mr. Francisco stated, adding that he made a check on sales of phonograph records in several cities which revealed that only about 5% of the total record sales were of classical numbers.

There are about 3,500,000 radio families in all Latin America, Mr. Francisco estimated, with about 1,000,000 in Argentina, 1,000,000 in Brazil and less than 500,000 in Mexico. Of the total, about 2,100,000 are equipped for shortwave reception, he reported. Good programs, such as we could furnish, would probably greatly increase the sale of receivers and would also increase listening, he said.

Proper programming for the Latin American audience presents some of the same difficulties as proper programming in the United States, he observed, mentioning that there is four hours difference in time between Mexico and Eastern Brazil. The variation in accent and pronunciation from country to country also presents a difficulty, he added, as a Spanish announcer with a perfect Castilian accent would sound as affected to most Latin American listeners as an Oxford accent sounds to us.

Mr. Francisco suggested that talented announcers and entertainers from the various Latin American countries might be brought to the United States for six-month periods by shortwave broadcasters for the dual purpose of training them in our program methods and getting their advice on programs intended for listeners in their native countries.

During his South American trip Mr. Francisco visited Brazil, Paraguay, Uruguay, Argentina, Chile, Peru, Colombia, Panama and Cuba. He had intended a longer itinerary, he explained, but cut it short to return to New York to get started on solving the problems already presented.

Plans for Shortwave

He reported his immediate plans as first, to work with shortwave broadcasters to get their facilities up to the standards necessary to lay down strong signals in all parts of South America; second, to stimulate further local rebroadcasts of our shortwave programs, and third, to cooperate with the broadcasters in planning programs for Latin American audiences.

"The shortwave broadcasters of the United States can be, I believe, a major force in promoting and cementing the friendship of the peoples of the various American countries," he concluded. "The same stimuli of private enterprise and competition that have made our domestic broadcasting system the greatest in the world can also win out against European competition in Latin America."

SOUTH AMERICAN VISITORS to KDKA, Pittsburgh, look over the station's display of old microphones. The group, composed of 60 students and professors from four South American countries, was heard in a special broadcast, a recording of which was sent to Boston where it was aired the following day over Westinghouse shortwave station WBOS. Left to right are Enrique Lindenberg, Sao Paula, Brazil; Dr. Aurelio Miro Quesada, Lima, Peru; Mrs. Maria Fanny Velez de Perez, Guayquil, Ecuador; Leopoldo Amador, Guayquil; Eduardo Subercaseaux, Chile.

Life Savers on 7

LIFE SAVERS Inc., Port Chester, N. Y. (candy), has started half-minute transcribed announcements twice daily in the New York market on WOR, WNEW, WHN, WMCA; and one-minute announcements in Chicago on WBBM, WMAQ, and WJJD. Young & Rubicam, New York, is agency.

Steve Rintoul Granted New Outlet in Stamford

THE FIVE-YEAR effort of Stephen R. Rintoul to secure a new local outlet in Stamford, Conn., just above the New York State line from New York City, was rewarded March 13 when the FCC reconsidered his application and granted him authority to erect a new 250-watt outlet there on 1370 kc. A proviso was added that the Commission may assign the station to 1400 kc. in any authorization after the March 29 reallocation, and specified that a new application designing proposed transmitter site and antenna system must be filed within 60 da s.

Mr. Rintoul

Mr. Rintoul, a veteran radio man, is now an account executive with The Katz Agency, New York, and makes his home in Stamford. He originally became associated with radio in 1930 when he inaugurated a campaign for Lamont-Corliss & Corliss & Co. for Nestle's. In that year he joined the newly-formed World Broadcasting System as assistant in station relations, helping organize the World Program Service and in 1933 becoming head of station relations. On Jan. 1, 1937 he resigned to organize Rintoul-Stiepok Inc., and on Sept. 15 of that year he joined the Katz staff.

Watson Gets Station

HIS 1938 application for a regional station having been denied on the grounds that such a station was unnecessary for rendering a local service, Thomas J. Watson, president of International Business Machines Corp., on March 12 was authorized by the FCC to construct a new local outlet in Endicott, N. Y. to operate with 250 watts on 1420 kc. The grant requires the use of synchronized amplifiers to cover Endicott and Binghamton. Endicott is the home of some of the major IBM factories.

WHN Gets 50 kw.

ANOTHER 50,000-watt station for New York was authorized last Tuesday by the FCC for WHN, independent outlet operated by Metro-Goldwyn-Mayer through the Marcus Loew Booking Agency. The station was granted a construction permit to shift in frequency from 1010 kc. to 1050 kc., under the Havana Treaty, and increases its power from 1,000 watts night, 5,000 watts day, to 50,000 watts, using a directional antenna for day and night use. The grant was made effective after March 29, on which date the Havana Treaty reallocation becomes effective.

WLBZ Granted 5 kw.

WLBZ, Bangor, Me., was granted a construction permit to increase its power from 500 watts night, 1,000 watts day, to 5,000 watts fulltime as a Class III-A station, in a decision by the FCC announced last Tuesday. The station will install a directional antenna for day and night use, with the grant to become effective after March 29 under the terms of the Havana Treaty.

AMONG THOSE WHO KNOW—

OKLAHOMA CITY STATIONS BEST*—

IT'S WKY 3 TO 1

WKY

OKLAHOMA CITY

NBC-Red Affiliate

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. – THE OKLAHOMAN & TIMES
THE FARMER-STOCKMAN – KVOR, COLORADO SPRINGS – KLZ, DENVER *(Affil. Mgmt.)*
REPRESENTED BY
THE KATZ AGENCY, INC.

*Oklahoma City listeners know Oklahoma City stations best. With them, **WKY** is the 3-to-1 daytime favorite over the second station. And, day or night, **WKY** is listened to by 23% more persons than listen to *all three* other Oklahoma City stations combined.—*Results from telephone coincidental survey—9,460 calls in 7 days—by Ross Federal Research Corporation.*

Farm Population Decreased in 21 States in Decade

Country as Whole Unchanged According to 1940 Census

THE U. S. Census Bureau, Washington, has available and will furnish upon request 1940 population breakdowns by States, counties and cities.

TWENTY-ONE States showed a decrease in rural-farm population in 1940 as compared to 1930, though the United States as a whole showed no change, according to preliminary rural-farm and rural-nonfarm population figures gathered in the 1940 census and just released by the U. S. Census Bureau. The rural nonfarm population, which increased 14.5% in the country as a whole, showed some increase in all but three States.

The rural-farm decreases ranged from .1% in South Carolina to 21.1% in South Dakota, this category of population including people living in a wide variety of locations ranging from isolated nonfarm homes in the open country to unincorporated areas suburban to a large city.

Dust-Bowl Decline

The three States in which both the rural-nonfarm population and the rural-farm population decreased between 1930 and 1940 are Nebraska, Kansas and Oklahoma, all three of them being dust-bowl States in which there were considerable decreases in the total population.

There were five States in which the decrease in the rural-farm population was more than enough to offset the increase in the rural-nonfarm and thus bring about a decrease in the total rural population, these being Vermont, Iowa, North Dakota, South Dakota and Montana.

There were 13 States in which the rural-farm population alone showed a decrease for the decade 1930 to 1940, namely, Rhode Island, New York, Illinois, Delaware, Virginia, South Carolina, Georgia, Arkansas, Texas, Wyoming, Colorado, Utah and Nevada.

The decrease in the rural-farm population of the 21 States is offset by increases in the rural-farm population of all the other States, ranging from .1% in Wisconsin to 18.6% in West Virginia and Connecticut. Among the geographic divisions, the Pacific Division showed the largest increase (11.6%) in rural-farm population. All of the States in this division showed rather large increases, namely, 16.0% in Oregon, 11.7% in Washington and 9.8% in California. These States, it may be noted, are among those showing the largest increases in total population [See page 46 of 1941 BROADCASTING *Yearbook*].

The rural-farm population formed only 22.9% of the total population of the United States in 1940, as compared with 24.6% in 1930. There was some decrease in this percentage in all the geographic divisions except New England, in which the percentage rural-farm increased from 6.1 in 1930 to 6.3 in 1940. Among the individual States, the most important changes in this percentage were the decreases which took place in the dust-bowl States (North Dakota, South Dakota, Nebraska, Kansas, and Montana), and South Atlantic and West South Central States.

Rural population is defined, in general, as that residing outside cities or other incorporated places of 2,500 or more. The farm population comprises all persons living on farms, without regard to occupation. The rural-farm population is therefore the population living on farms in rural areas. This, incidentally, represents about 99% of the total farm population, the number of farms located in urban territory being in most States very small.

The rural-nonfarm population includes people living in a wide va-

(Continued on page 38)

Rural-Nonfarm and Rural-Farm Population, by Divisions and States (1940 and 1930)

(The 1940 farm-nonfarm distribution is estimated on the basis of a 5% cross-section of the census returns. 1940 farm-nonfarm numbers less than 20,000, indicated by an asterisk (*), are based on relatively small samples and are subject to error. Percent not shown when less than .1)

Division and State	Total rural population		Rural-nonfarm population		Rural-farm population		Percent of increase, 1930–1940			Percent of total population					
										Rural		Rural-nonfarm		Rural-farm	
	1940	1930	1940	1930	1940	1930	Total rural	Rural-nonfarm	Rural-farm	1940	1930	1940	1930	1940	1930
United States	57,245,573	53,820,223	27,094,497	23,662,710	30,151,076	30,157,513	6.4	14.5	....	43.5	43.8	20.6	19.3	22.9	24.6
Geographic Divisions:															
New England	2,016,748	1,854,365	1,488,376	1,355,282	528,372	499,083	8.8	9.8	5.9	23.9	22.7	17.6	16.6	6.3	6.1
Middle Atlantic	6,391,944	5,866,043	4,662,753	4,192,349	1,729,191	1,673,694	9.0	11.2	3.3	23.2	22.3	16.9	16.0	6.3	6.4
East North Central	9,181,983	8,502,277	4,598,164	4,049,163	4,583,819	4,453,114	8.0	13.6	2.9	34.5	33.6	17.3	16.0	17.2	17.6
West North Central	7,523,866	7,740,734	2,844,975	2,705,173	4,678,891	5,035,561	−2.8	5.2	−7.1	55.7	58.2	21.0	20.3	34.6	37.9
South Atlantic	10,901,425	10,095,467	4,924,624	4,216,511	5,976,801	5,878,956	8.0	16.8	1.7	61.2	63.9	27.6	26.7	33.5	37.2
East South Central	7,612,869	7,108,527	2,339,920	2,024,092	5,272,949	5,084,435	7.1	15.6	3.7	70.6	71.9	21.7	20.5	48.9	51.4
West South Central	7,861,124	7,749,391	2,810,168	2,441,452	5,050,956	5,307,939	1.4	15.1	−4.8	60.2	63.6	21.5	20.0	38.7	43.6
Mountain	2,378,261	2,243,867	1,276,617	1,120,174	1,101,644	1,123,693	6.0	14.0	−2.0	57.3	60.6	30.8	30.3	26.5	30.4
Pacific	3,377,353	2,659,552	2,148,900	1,558,514	1,228,453	1,101,038	27.0	37.9	11.6	34.7	32.5	22.1	19.0	12.6	13.4
New England:															
Maine	504,169	475,917	338,461	314,488	165,708	161,429	5.9	7.6	2.7	59.5	59.7	39.9	39.4	19.6	20.2
New Hampshire	208,299	192,214	148,739	137,303	61,560	54,911	8.4	6.9	12.1	42.4	41.3	29.9	29.5	12.5	11.8
Vermont	235,992	240,845	129,926	128,947	106,066	111,898	−2.0	0.8	−5.2	65.7	67.0	36.2	35.9	29.5	31.1
Massachusetts	457,245	418,188	366,493	337,879	90,752	80,309	9.3	8.5	13.0	10.6	9.8	8.5	8.0	2.1	1.9
Rhode Island	59,963	52,068	50,851	41,779	*9,112	10,289	15.2	21.7	−11.4	8.4	7.6	7.1	6.1	1.3	1.5
Connecticut	551,080	475,133	455,906	394,886	95,174	80,247	16.0	15.5	18.6	32.2	29.6	26.7	24.6	5.6	5.0
Middle Atlantic:															
New York	2,313,249	2,066,114	1,622,657	1,359,668	690,592	706,446	12.0	19.3	−2.2	17.2	16.4	12.0	10.8	5.1	5.6
New Jersey	765,392	702,090	629,858	581,082	135,534	121,008	9.0	8.4	12.0	18.4	17.4	15.1	14.4	3.3	3.0
Pennsylvania	3,313,303	3,097,839	2,410,238	2,251,599	903,065	846,240	7.0	7.0	6.7	33.5	32.2	24.3	24.3	9.1	8.8
East North Central:															
Ohio	2,294,626	2,139,326	1,228,969	1,135,038	1,065,657	1,004,288	7.3	8.3	6.1	33.2	32.2	17.8	17.1	15.4	15.1
Indiana	1,540,084	1,442,611	726,326	633,630	813,758	808,981	6.8	14.6	0.6	44.9	44.5	21.2	19.6	23.7	25.0
Illinois	2,087,591	1,994,927	1,121,823	1,003,526	965,768	991,401	4.6	11.8	−2.6	26.4	26.1	14.2	13.2	12.2	13.0
Michigan	1,801,239	1,540,250	936,065	764,814	865,174	775,436	16.9	22.4	11.6	34.3	31.8	17.8	15.8	16.5	16.0
Wisconsin	1,458,443	1,385,163	584,981	512,155	873,462	873,008	5.3	14.2	0.1	46.5	47.1	18.6	17.4	27.8	29.7
West North Central:															
Minnesota	1,402,202	1,306,337	495,669	418,288	906,533	888,049	7.3	18.5	2.1	50.2	51.0	17.8	16.3	32.5	34.6
Iowa	1,454,037	1,491,647	536,432	526,988	917,605	964,659	−2.5	1.8	−4.9	57.3	60.4	21.1	21.3	36.2	39.0
Missouri	1,823,968	1,770,248	703,847	661,279	1,120,121	1,108,969	3.0	6.4	1.0	48.2	48.8	18.6	18.2	29.6	30.6
North Dakota	510,012	567,539	182,459	170,668	327,553	396,871	−10.1	6.9	−17.5	79.4	83.4	28.4	25.1	51.0	58.3
South Dakota	484,874	561,942	177,732	172,511	307,142	389,431	−13.7	3.0	−21.1	75.4	81.1	27.6	24.9	47.8	56.2
Nebraska	801,686	891,856	305,828	308,875	495,858	582,981	−10.1	−1.0	−14.9	60.9	64.7	23.2	22.4	37.7	42.3
Kansas	1,047,087	1,151,165	443,008	446,564	604,079	704,601	−9.0	−0.8	−14.3	58.1	61.2	24.6	23.7	33.5	37.5
South Atlantic:															
Delaware	127,073	115,234	81,569	68,932	45,504	46,302	10.3	18.3	−1.7	47.7	48.3	30.6	28.9	17.1	19.4
Maryland	740,893	656,657	498,556	420,485	242,337	236,172	12.8	18.6	2.6	40.7	40.2	27.4	25.8	13.3	14.5
Virginia	1,733,098	1,636,314	809,721	687,568	923,377	948,746	5.9	17.8	−2.7	64.7	67.6	30.2	28.4	34.5	39.2
West Virginia	1,367,682	1,237,701	836,531	789,951	531,151	447,750	10.5	5.9	18.6	71.9	71.6	44.0	45.7	27.9	25.9
North Carolina	2,597,448	2,360,429	946,251	763,209	1,651,197	1,597,220	10.0	24.0	3.4	72.7	74.5	26.5	24.1	46.2	50.4
South Carolina	1,433,693	1,367,685	520,245	453,587	913,448	914,098	4.8	14.7	−0.1	75.5	78.7	27.4	26.1	48.1	52.6
Georgia	2,049,915	2,013,014	683,890	599,295	1,366,025	1,413,719	1.8	14.1	−3.4	65.6	69.2	21.9	20.6	43.7	48.6
Florida	851,623	708,433	547,861	433,484	303,762	274,949	20.2	26.4	10.5	44.9	48.3	28.9	29.5	16.0	18.7
East South Central:															
Kentucky	1,996,300	1,815,563	736,756	641,331	1,259,544	1,174,232	10.0	14.9	7.3	70.2	69.4	25.9	24.5	44.3	44.9
Tennessee	1,888,635	1,720,018	616,976	506,953	1,271,659	1,213,065	9.8	21.7	4.8	64.8	65.7	21.2	19.4	43.6	46.4
Alabama	1,977,020	1,901,975	637,823	565,566	1,339,197	1,336,409	3.9	12.8	0.2	69.8	71.9	22.5	21.4	47.3	50.5
Mississippi	1,750,914	1,670,971	348,365	310,242	1,402,549	1,360,729	4.8	12.3	3.1	80.2	83.1	16.0	15.4	64.2	67.7
West South Central:															
Arkansas	1,517,477	1,471,604	405,935	354,274	1,111,542	1,117,330	3.1	14.6	−0.5	77.8	79.4	20.8	19.1	57.0	60.3
Louisiana	1,383,441	1,268,061	530,486	441,179	852,955	826,882	9.1	20.2	3.2	58.5	60.3	22.4	21.0	36.1	39.3
Oklahoma	1,456,771	1,574,359	525,070	553,185	931,701	1,021,174	−7.5	−5.1	−8.8	62.4	65.7	22.5	23.1	39.9	42.6
Texas	3,503,435	3,435,367	1,348,677	1,092,814	2,154,758	2,342,553	2.0	23.4	−8.0	54.6	59.0	21.0	18.8	33.6	40.2
Mountain:															
Montana	347,921	356,570	173,110	152,608	174,811	203,962	−2.4	13.4	−14.3	62.2	66.3	30.9	28.4	31.2	37.9
Idaho	348,165	315,525	147,03.	129,425	201,131	186,100	10.3	13.6	8.1	66.3	70.9	28.0	29.1	38.3	41.8
Wyoming	157,165	155,468	84,822	82 563	72,343	72,905	1.1	2.7	−0.8	62.7	68.9	33.8	36.6	28.9	32.3
Colorado	532,540	515,909	280,702	234,871	2 1,838	281,038	3.2	19.5	−10.4	47.4	49.8	25.0	22.7	22.4	27.1
New Mexico	355,417	316,501	177,880	158,595	177,537	157,906	12.3	12.2	12.4	66.8	74.8	33.4	37.5	33.4	37.3
Arizona	325,280	285,717	210,551	186,898	114,729	98,819	13.8	12.7	16.1	65.2	65.6	42.2	42.9	23.0	22.7
Utah	244,817	241,583	151,014	134,916	93,803	106,667	1.3	11.9	−12.1	44.5	47.6	27.4	26.6	17.0	21.0
Nevada	66,956	56,594	51,504	40,298	*15,452	16,296	18.3	27.8	−5.2	60.7	62.2	46.7	44.3	14.0	17.9
Pacific:															
Washington	814,222	678,857	479,096	378,714	335,126	300,143	19.9	26.5	11.7	46.9	43.4	27.6	24 2	19.3	19.2
Oregon	558,009	464,040	309,965	242,495	257,044	221,545	20.3	24.1	16.0	51.2	48.7	27.6	25.4	23.6	23.3
California	2,005,122	1,516,655	1,368,839	937,305	636,283	579,350	32.2	46.0	9.8	29.0	26.7	19.8	16.5	9.2	10.2

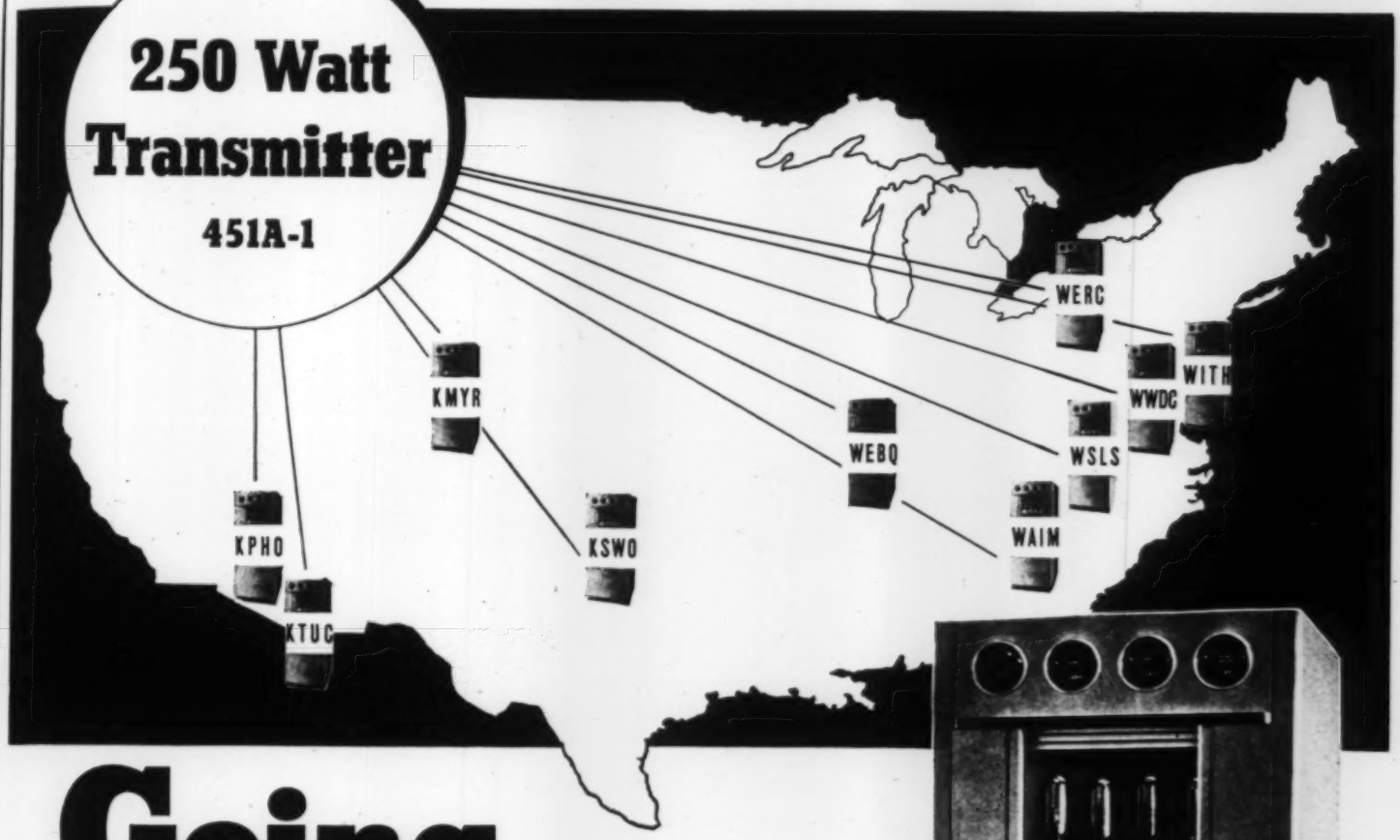
As issued by the U. S. Bureau of the Census, March 10

Newspaperman Buys WFTL

THE SALE of WFTL, Fort Lauderdale, Fla., to Ralph A. Horton, vice-president and stockholder in the *Fort Lauderdale Times*, was disclosed March 10 when application for assignment of the license was made to the FCC, which must pass upon the deal. Mr. Horton would purchase the 100% ownership of Tom M. Bryan, local contractor, who built the station and placed it in operation in December 1939. The purchase price was reported as $50,000. Mr. Horton is also in the real estate and investment business.

250 Watt Transmitter

451A-1



Going Strong!

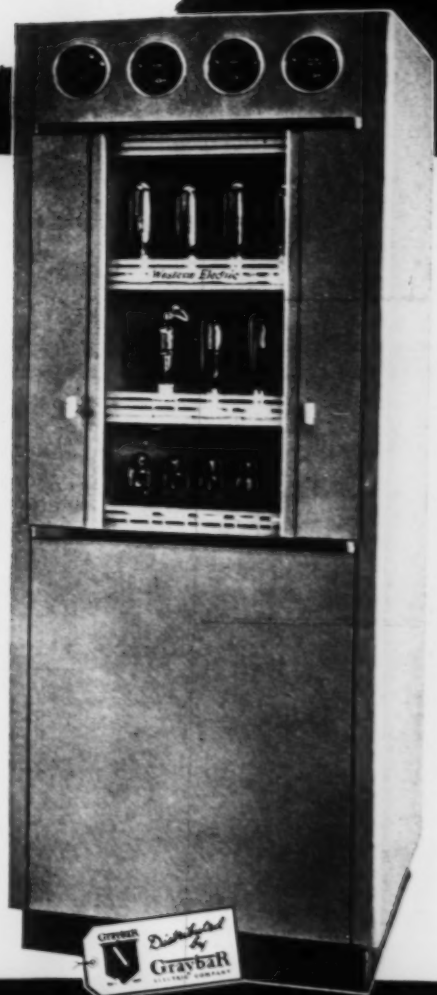
KMYR—*Denver, Colo.*
KPHO—*Phoenix, Ariz.*
KSWO—*Lawton, Okla.*
KTUC—*Tucson, Ariz.*
WAIM—*Anderson, S. C.*
WEBQ—*Harrisburg, Ill.*
WERC—*Erie, Pa.*
WITH—*Baltimore, Md.*
WSLS—*Roanoke, Va.*
WWDC—*Washington, D. C.*

Ten new stations have chosen the 451A-1 because they like its *engineering* by Bell Telephone Laboratories... its high signal quality, with grid bias modulation of the last RF stage... its compactness, accessibility, styling.

They like its *performance*, which is typically Western Electric... 250 watts, frequency response flat within 1.5 db from 30 to 10,000 c.p.s. They like its low power consumption, low tube cost, low maintenance cost.

You'll like the 451A-1 too! Ask Graybar Electric Co., Graybar Building, New York, for Bulletin T-1752.

Ask your Engineer!



Distributed by GraybaR

Western Electric

DISTRIBUTORS: *In U. S. A.*: Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland*: Northern Electric Co., Ltd. *In other countries*: International Standard Electric Corp.

WIP Given Exclusive Authority to Broadcast Baseball in Philadelphia

NEGOTIATIONS of WPEN, Philadelphia, to lease the broadcasting rights for the baseball games this season from WCAU have fallen through, with the result that WIP will carry the play-by-play broadcasts of both major leagues in the city exclusively for Atlantic Refining Co.

WCAU, which holds the rights to the Phillies games, leased exclusive rights for the season to WIP. N. W. Ayer agency, handling the Atlantic account, has exclusive broadcast rights to the Athletics games. Preliminary arrangements were made earlier in the year for WPEN to carry games of both clubs for General Mills and Socony Vacuum Oil Co. on a split sponsorship basis in view of the fact that WCAU, in line with CBS policy, had decided not to carry baseball broadcasts. Last year WCAU broadcast games on a split sponsorship for both sponsors, giving Atlantic use of the Phillies franchise in return for permission to broadcast the A's.

WIP will again serve as the originating station for a regional Atlantic network and Byrum Saam will again handle the play-by-play.

Games may be televised this season for the first time. Negotiations have already been started by W3XE, experimental station of Philco Radio & Television Corp. here, with Roy Mack, of the Athletics.

Purely PROGRAMS

SPECIFIC information on employment needs of the Government for defense industries is given listeners to *Jobs for Defense*, Saturday quarter-hour series on CBS, with Eric Sevareid, CBS Washington correspondent, conducting interviews with outstanding government, industrial and labor spokesmen. Guests on the first broadcast March 15 were William S. Knudsen, director-general of the Office of Production Management, and Sidney Hillman, OPM associate director-general.

* * *

Stamp Sale

IN CONJUNCTION with the Canadian government war savings drive, CFOS, Owen Sound, Ont., sponsored an essay-writing contest on "Why I Am Buying War Saving Stamps", open to all students in Owen Sound primary schools. A series of 15-minute programs was broadcast daily at 5:45 p.m. on which the children were interviewed and read their essays for the radio audience. Prizes were awarded in the form of War Savings Stamps for the best junior and senior essay in each school, with two final awards for the best junior and senior contestants from the combined schools. The broadcasts resulted in a doubling of purchases of War Savings Stamps in each school.

Today's Frontiers

TO AID those seeking employment, a new weekly quarter-hour educational program, *Today's Frontiers*, has been started on NBC-Pacific Blue. A typical employment problem is dramatized each week. Presented in cooperation with the State Employment Service of various Pacific Coast States, the series was arranged by Jennings Pierce, NBC western division educational director, under supervision of R. G. Wagenet, director of Southern California State employment, and John W. Ross, of the department's publicity office.

* * *

Good Money

CASH awards are made on WEW, St. Louis, by a cleaning and laundry firm. Phone numbers are chosen from the directory, with one selector box containing actual page numbers and the other the greatest possible number of names on one page. When numbers are selected, calls are placed direct from the studio. If the party answers, a messenger boy delivers a $5 money order. If the call is not completed a $1 check is mailed and the $4 balance goes into the next program. Title of the series is *Good Money to You*, a thrice-weekly morning program.

* * *

Hearing for Hose

KEEPING TUNED to KGFW, Kearney, Neb., entitles ladies to three pairs of silk hose from the sponsoring Brown-McDonald stores if called on the phone during the 7:45-8 a.m. broadcast. Only requirement is to identify the program on the radio at that time. Failure to do so nets the called person only one pair of stockings.

* * *

For Home Buyers

HOME BUYERS in Washington have a new service in a participating program which made its debut over WJSV recently. With transcribed music, *Homes on Parade*, heard every Sunday, is built around the personality of one "Jason Hall" homely philosopher type, who takes the part of "radio's friendly guide to better homes and better living".

* * *

Home Decorating

FURNISHING and decoration ideas are offered by Kay Moser, WTRY, Troy, N. Y., women's director, on her daily afternoon *Matinee* program. Each day a different room is chosen upon which she elaborates a full decorating scheme. Program is sponsored by Anson Thompson & Co., local furniture store.

* * *

Food Quiz

NEW TYPE of I. Q. radio program is heard twice-weekly over WFMJ, Youngstown, direct from the sponsoring Century Super Market. Merchandise prizes are offered for correct answers to food questions. In addition, listeners share in prizes by sending in food questions suitable for use on the broadcast.

ELECTRIC ECHOES resound through the studios of WIBW, Topeka, when Ole Livgren, studio accordionist, hooks up this contraption. When Ole plays the accordion, signals pass through two cables to the Hammond Solovox, which then plays along with the accordion.

Simpson's Quiz

INTERCOLLEGIATE quiz and talent program started March 8 on CFRB, Toronto, sponsored by Simpson's Ltd., national chain department store. Teams of high school students, two boys and two girls on each team, representing two high schools in the Toronto metropolitan district, are heard Saturday morning on the *Simpson's Secondary School Quiz and Talent Radio Program* in the store's main dining room, the Arcadian Court. There are cash prizes, $200 scholarship award and $100 team prize. Airing the program in the store at 10 a.m. brings a big crowd to the store for early Saturday shopping.

* * *

Fanning the Experts

BASEBALL enthusiasm this season will find an outlet in the quiz program, *Strike Out the Experts* on KVI, Tacoma, Wash. Listeners are invited to submit baseball questions to the program's panel of four baseball experts headed by Pip Kohler, manager of the Tacoma Tigers. Each question entitles the sender to a pass to a Tiger game. Stumping the experts nets two passes for the sender.

* * *

Word Basehits

USING THE DIAGRAM of a baseball diamond, a new radio game invented by John Potter of KROW, Oakland, Cal., is being prepared for early release. It is entitled *Sport Speller*. Participants will be called on to spell easy words advancing them to first base, harder ones to second, and the tough ones to a home run. Prizes are awarded those making runs.

* * *

Writing for Fun

ORIGINAL scripts submitted by the continuity division of WLW, Cincinnati, are dramatized each Sunday at 10:30 p.m. for *On a Busman's Holiday*. Purpose is to have the writers submit their own plays as they would write on their days off without restriction and employing their own ideas.

* * *

HEDDA HOPPER, Hollywood commentator on the thrice-weekly quarter-hour CBS *Hedda Hopper's Hollywood*, sponsored by California Fruit Growers Exchange (Sunkist oranges, lemons), will be featured in a series of six one-reel Paramount films of the same title.

WLBZ-BANGOR

FIRST CHOICE

OF

NATIONAL ADVERTISERS

WHO KNOW

MAINE'S

CENTER OF POPULATION

IS IN WLBZ's

PRIMARY SERVICE AREA

NBC 620 KC YN

Sholis to Contact Group's Members

Clear Channel Director Will Make Coast-to-Coast Tour

PREPARATORY to establishment of headquarters in Washington next month, Victor A. Sholis, recently appointed director of the Clear Channel Broadcasting Service, left Washington March 10 on a coast-to-coast trip during which he will contact clear channel stations.

The clear channel group, made up of individually-owned stations operated on I-A channels, was formed in February with the objective of preserving high-power outlets as a means of providing broadcast service to rural and remote listeners.

Mr. Sholis, former director of public relations of the Commerce Department, and a former Chicago newspaperman, will establish an information office in Washington following his exploratory trip.

He plans to visit the clear channel stations in Nashville, Dallas-Fort Worth, Los Angeles, Salt Lake City, Des Moines, Chicago, Detroit, Cincinnati and Louisville, before returning to Washington about April 1. At that time he will establish offices and retain his staff.

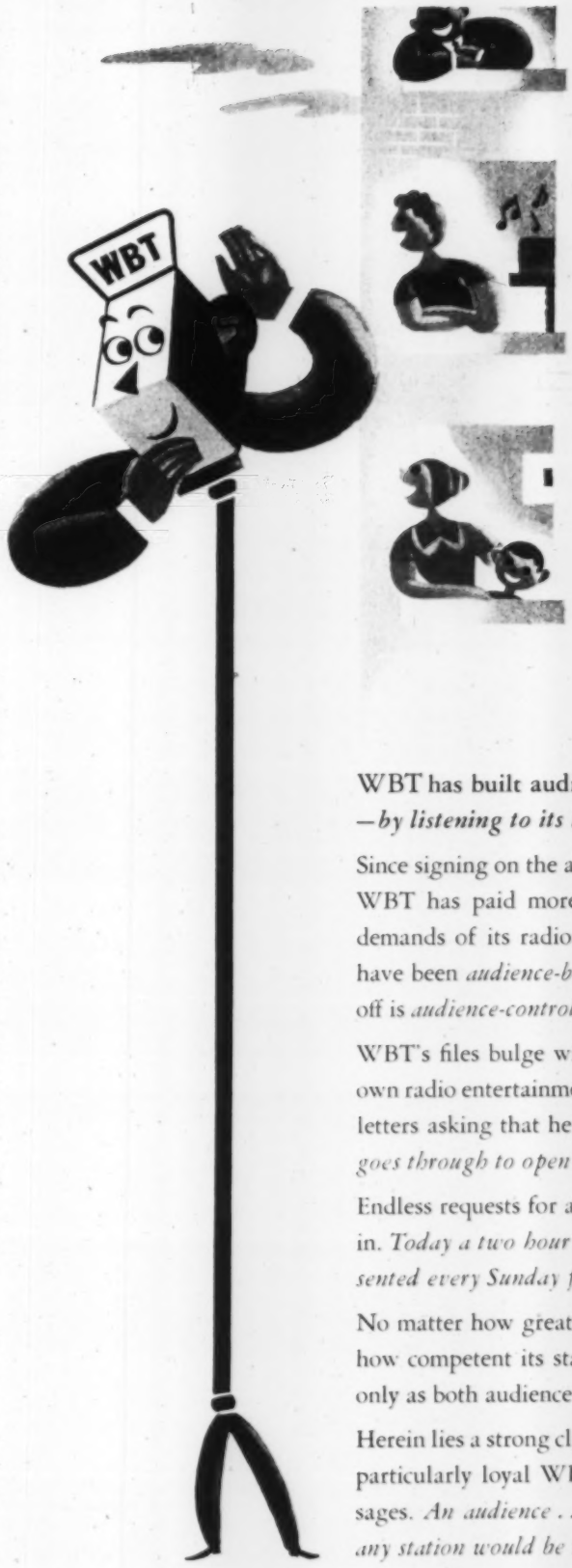
April Meeting

Farm editors of clear channel and other stations, probably aggregating two dozen, will meet in Washington April 7-8 with Secretary of Agriculture Claude R. Wickard, to discuss farm news broadcasting and related matters. It will be the first conference of this nature ever held. Mr. Sholis is expected to participate in these sessions in behalf of the new group.

The Clear Channel Broadcasting Service was organized largely under the leadership of Edwin W. Craig, WSM, Nashville, chairman of the former clear channel group; Mark Ethridge, WHAS, Louisville, and Harold V. Hough, WFAA-WBAP, Dallas-Fort Worth. Mr. Sholis was retained at a meeting in Nashville Feb. 4, after approval of the project by member stations.

Two Seek 50 Kw.

TWO APPLICATIONS for 50,000 watts, pursuant to the Havana Treaty allocations, were filed with the FCC March 10. WGAR, Cleveland, in an amended application, sought assignment to 1220 kc. with 50,000 watts, in lieu of a pending application for 10,000 watts on 730 kc. The 1220 kc. assignment is a I-B channel earmarked under the Havana agreement, as finally revised, for Kirkland Lake, Ontario. If the assignment is used there, it will not be available in this country. Originally, 1220 kc. was made available for assignment in Michigan, but applications for it in that area were withdrawn. WLAW, Lawrence, Mass., now operating on 680 kc. with 5,000 watts, filed an application for 50,000 watts on the frequency, with a directional antenna for day and night use.



The station that made itself a giant

—by listening to its listeners

WBT has built audience-loyalty which sets a pace for all radio *—by listening to its listeners.*

Since signing on the air way back in 1922 as the South's first station, WBT has paid more than ordinary heed to the suggestions and demands of its radio audience. That's why entire WBT programs have been *audience-built* . . . why the time WBT signs on and signs off is *audience-controlled.*

WBT's files bulge with many instances of listeners' building their own radio entertainment. Farm Editor Grady Cole reports a thousand letters asking that he take the air earlier than 5:30 A.M. *An order goes through to open at 5:00 A.M.*

Endless requests for an early Sunday morning variety program pour in. *Today a two hour show, featuring the finest WBT talent, is presented every Sunday from 7:00 to 9:00 A.M.*

No matter how great its power, how super-deluxe its programs, or how competent its staff, a station's value to an advertiser increases only as both audience and audience-loyalty increase.

Herein lies a strong clue to why WBT clients, year after year, find the particularly loyal WBT audience so responsive to their sales messages. *An audience . . . nearly twenty years in the building . . . that any station would be mighty proud to offer a time buyer.*

WBT

"THE STATION AN AUDIENCE BUILT"

50,000 WATTS · CHARLOTTE

Owned and operated by the Columbia Broadcasting System.
Represented by Radio Sales, with offices in New York
Chicago · Detroit · St. Louis · Los Angeles · San Francisco

Merchandising & Promotion

Quaker City Greeting—Dealers and the News—Trailer—Items for Editors—Finger Strings

BUSINESS and industrial organizations moving into Philadelphia under the impetus of the National Defense program are greeted by WCAU as part of the station's continuing listener and sales promotion efforts. Addressed to the president or manager of the company, a WCAU letter starts with a salutation from the station, expresses hope that the concern's stay in Philadelphia will be a profitable one, stresses the hospitality for which the city is famed, and concludes with the suggestion to tune in WCAU for all-around news and entertainment and an invitation to tour the WCAU building.

* * *

Valley Spotlights

PROMOTING its new schedule of newscasts, WSVA, Harrisonburg, Va., is running a series of ads in daily newspapers throughout the Shenandoah Valley and Western Virginia. Trailers in several theatres throughout the area supplement the campaign.

* * *

Plug for Shift

FREQUENCY CHANGE from 800 to 820 kc. March 29 has been heralded by WBAP, Fort Worth, by running a special box at the foot of both the morning and evening *Star-Telegram* radio clocks.

* * *

Tags for Autos

WIBG, GLENSIDE, Pa., has issued cast aluminum call letter plates to all station employees to be placed on autos along with the new 1941 license plates.

News for Dealers

DEALERS and lessees of Mid-Continent Petroleum Corp. heard one of Mid-Continent's three daily news periods broadcast direct from their sales meeting Feb. 28 at the Skirvin Hotel, Oklahoma City. The pick-up was part of a program arranged by Joseph Bernard, sales manager of KOCY, and Myron C. Shipley, Mid-Continent advertising manager. Matthew Bonebrake, KOCY manager, gave a talk about radio news as a sales medium, after which Norman Rogers presented a news program. Ted Andrews acted as m.c. for a variety program.

* * *

Philadelphia Vehicle

SO SUCCESSFUL was a previous car card campaign in building up a listening audience for WFIL, Philadelphia, that the station has now contracted with all three local transportation companies to place ads in 1,000 public vehicles.

* * *

Autry Trailer

TO PROMOTE Gene Autry's CBS broadcasts, released by KSFO, San Francisco on Sundays, the station recently arranged showing of trailers at a San Francisco theater where Autry's picture, "Melody Ranch" was showing.

Mutual Sketches

AS AN ADDED publicity service to radio editors and associated Mutual stations, MBS on March 15 mailed with its program folio a weekly news sheet, which includes feature stories, "Meet the People", a biographical sketch, and other items not included in the regular daily press releases. Entitled "Network News Weekly", the sheet will be mailed from New York headquarters each Friday. Each edition also includes two illustrations of Mutual personalities for possible use as publicity.

* * *

News of WIOD

SALUTING the completion of the new 5,000-watt transmitter of WIOD, Miami, located in Biscayne Bay, the *Miami Daily News* on Feb. 23 devoted a full page of its rotogravure section to pictures of the new transmitter. The preceding day, an entire eight page section was devoted to the activities of WIOD by the *News*.

BROCHURES

LANG-WORTH FEATURE PROGRAMS—four-page red folder picturing a microphone and titled: "Powerful . . . in the Right Hands." Stresses "showmanship" available with L-W name stars.

KWOS, Jefferson City, Mo.—Blue and white pictorial booklet describing the station's coverage.

KNX, Los Angeles—Booklet telling success story of new product.

WFIL, Philadelphia—Four page booklet offering new program for sponsorship.

WIBG, Glenside, Pa.—Loose-leaf booklet with success stories.

Dress Institute Fund

IN A STEP designed to establish New York as the fashion center of the world, the New York Dress Institute has been formed through the joint efforts of the New York dress manufacturers and the International Ladies' Garment Union. The industry has embarked upon a drive to raise from $3,000,000 to $4,500,000 for a three-year advertising campaign in which radio, newspapers, and magazines will be used. An advertising agency to handle the campaign will be selected shortly. Samuel Zahn, president of the International Dress Company, New York, and Julius Hochman, general manager of the New York Joint Dress Board, ILGWU, are president and vice-president of the newly-formed Institute.

Hulman on 48

HULMAN & Co., Terre Haute, Ind. (Clabber Girl baking powder), on March 10 started a varying schedule of three to five-weekly live announcements on 48 stations. Contracts are 13 weeks. Pollyea Adv., Terre Haute, new agency, handles the account.

NOT CONTENT with just telling listeners to the *Esso Reporter* broadcasters "to speak to your Esso dealer soon about a complete spring oil-change and lubrication job . . . and tie a piece of string on your finger to remind you", Esso Marketers is handing out free string to motorists through its dealers. Promotion stunt started March 1 in Louisiana and will progress northward as spring comes so that 17 special "string" commercials will be heard twice daily for the month's period, plus "oil-changer" reminders four times daily on the 34 stations carrying the news programs. The company bought 351 miles of string for the gag and is using only radio to promote the oil-change idea. A Southern belle (above) gets her string from a Louisiana dealer. Barron Howard (below), business manager of WRVA, Richmond, watches Emily Trevillan, station receptionist, tie a string on Announcer Jack Tansey. All studio visitors at WRVA received knots from Miss Trevillan.

Jell-O, Campbell Soup Named in Grocery Poll

USABLE responses from 15 corporate chain grocery organizations in 12 cities to a questionnaire sent out by Phillips, Alberton & Bull, New York merchandising agent, gave a 26.6% vote for first place to both *Jack Benny* (Jell-O) and *Amos 'n' Andy* (Campbell soup) as the two radio programs promoting a grocery store product most effective in moving merchandise across grocery counters in 1940.

The *Lux Radio Theatre* (Lux soap), received the votes of 13.3% of the chain stores responding, while 6.6% of the responding votes went to the following programs: *Fibber McGee & Molly* (Johnson's wax); *Campbell Playhouse* (Campbell soups); Edgar Bergen (Chase & Sanborn coffee); *Good News of 2940* (Maxwell House coffee), and Alfred McCann's *Pure Food Hour* for a group of products.

For Themselves

HOLLYWOOD radio and film performers, after a year of charity benefits for others, will stage their own Gambol of the Stars at Cocoanut Grove in the Ambassador Hotel, Los Angeles, March 17. Event is being staged under auspices of Los Angeles Chapter of AFRA and Screen Actors Guild, with proceeds to be used for welfare work by the two organizations. Edward Arnold is general chairman.

WFBL

SYRACUSE

IMMEDIATELY AVAILABLE!

Popular Sports Program

JUST RELEASED BY

NATIONAL ADVERTISER

after five years' sponsorship

Here's a fast running men's sports program with a consistently large following—an active buying audience that kept sales moving month after month—year after year! Used exclusively by a single national advertiser for five successful years. For results story and full details—write or wire WFBL, Syracuse, N. Y., or Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

Monopoly Issue Is Further Complicated As KGU Protests New Hawaiian Grant

FURTHER confusion over the FCC's stand on multiple ownership and purported monopolistic control of broadcasting facilities in the United States and its possessions was evidenced last Monday when KGU, Honolulu, filed petitions for recall and rehearing on the Feb. 18 grant for a new local station in Honolulu to Hawaiian Broadcasting System Ltd., already operating KGMB, Honolulu, and KHBC, Hilo.

The KGU petitions, filed by Counsel Louis G. Caldwell and Reed T. Rollo, took sharp issue with the FCC's justification of the grant without hearing on national defense grounds, as expounded in a "memorandum decision" announced March 4 [BROADCASTING, Feb. 24, March 3]. Ben S. Fisher, Washington counsel for Hawaiian System Ltd., indicated that an answer to the petitions would be filed with the FCC next week.

No Race Threat

Differing radically with FCC opinions in the "memorandum decision", the KGU brief declared that "one of the most common fallacies concerning the Territory of Hawaii among those not familiar with conditions in the Islands" is the statement that the racial problems of Hawaii constitute a subversive threat to democracy and that there is an urgent need for Americanization work among the alien and foreign-born inhabitants.

The petition developed the point that the new local station authorized for Honolulu would serve only the Honolulu area, where there are relatively few non-English speaking persons, and that the proposal to supply programs to the non-English-speaking population of the Islands in languages they understand would in reality fall short of the projected service.

It was maintained that the new grant served merely to establish another local station in Honolulu and to increase the alleged domination of Hawaiian Broadcasting System Ltd. and its "controlling corporation", Consolidated Amusement Co. Ltd., which it was charged aided in spreading Japanese propaganda through its distribution of Japanese motion pictures.

The "monopolistic practices" alleged to apply to Consolidated Amusement Co. and its officers and subsidiaries "by means of an intricate system of interlocking directorates" extended to every important phase of the economic life of the Hawaiian Islands, the petitions charged.

The comprehensive petition brief included appendices listing 109 motion picture theatres of the 130 in the Islands allegedly controlled by Consolidated Amusement Co.; two interlocking directorate charts; a list of 42 prominent business men and their official position in 110 of the leading commercial enterprises of the Territory of Hawaii.

Mississippi Drift

WOODY HATTIC, agricultural director of WWL, New Orleans, is seriously thinking of adding seamanship to his other accomplishments. When he arranged a program from Buras, the southernmost town of the state, for *The Story of the Louisiana Citrus Farmer*, he found he could get within only 15 miles of the town with his mobile unit; Louisiana's famed bayous were in his way. Undaunted, Hattie hired an old river boat, drove his truck onto it, and drifted the rest of the way down on the waters of the Mississippi to the point of broadcast.

Alarms for Evans

FOR FOUR years the *Alarm Clock* show, an early morning feature of WSPD, Toledo, conducted by Bob Evans, has been without an alarm clock of any sort. To remedy the situation, two listeners recently sent time pieces to Bob with the appropriate names, "Ouiga", due to its mysterious ticking sound; and "Butch Jr.", named for its striking resemblance to the cherubic features of the program's engineer, Bill Sprengle.

Adam Hat Co-ops

ADAM HAT STORES, New York, has prepared a series of one-minute transcribed spot announcements for placement on local stations by Adam Hat dealers. Transcription Service of WHN, New York, produced the discs.

Injuries at Army Camp Are Fatal to Lieut. Cox

LIEUT. JAMES E. COX, former assistant manager of WATL, Atlanta, died March 10 from injuries sustained the preceding day when an abandoned stable at Fort McPherson, Ga., caught fire and the wall collapsed on soldiers fighting the blaze. Lieut. Cox, attached to the Army public relations branch, was with WKY, Oklahoma City for several years, handling publicity and continuity.

About a year ago he joined WATL, and shortly before being called to active duty several months ago, he had taken a post with WING, Dayton. He had been on the station staff 24 hours when he received a call to active duty, having held a commission as a National Guard officer. He is survived by a wife and child.

FORT SMITH Newspaper Publishing Co., publishing the *Fort Smith* (Ark.) *Southwest American* and *Times-Record*, has applied to the FCC for a new 1,000-watt station on 550 kc.

EXCLUSIVE ST. LOUIS OUTLET FOR NBC RED NETWORK

KSD

SALES STIMULATOR

The Distinguished Broadcasting Station

First in St. Louis In "Firsts"

Since 1935

Since 1935 KSD has led all other St. Louis broadcasting stations in "FIRSTS" in 18 nation-wide Radio Program Star Popularity Polls, voting for listeners' preference.

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

STUDEBAKER DRIVE USING 105 STATIONS

STUDEBAKER Corp., South Bend, Ind. (Champion motor cars), during the week of March 18 starts its spring advertising campaign on 105 stations using two types of programs. Approximately two-thirds of the stations will release the transcribed quarter-hour *Richard Himber & His Studebaker Champions*, which co-features Rudy Vallee, Don Ameche, Dorothy Lamour, Frances Langford and Dick Powell as guest stars. As in the last two series, the *Rhythmic Sixteen*, a singing group, will be heard on the programs, to be released two and three-times weekly. Agency is Roche Williams & Cunnyngham, Chicago.

The remaining stations will carry varying schedules of five and six-weekly news broadcasts which run from 5 to 15-minutes each. Stations selected are:

WAPI KNX KPO KOA WRC WSB WGN WSBT WHO WHAS WWL WFBR WBZ WWJ WCCO WTCN KMBC KSD KWK WOW WBEN WJZ WLW WGAR WKY KGW WCAE WJAR WMC KGKO KPRC KTRH KTSA KSL KOMO KHQ WTMJ KOY KMJ KFBK KFSD WICC WTIC WDEL WMBD WGBF WIRE WBZA WTAG WOOD WSAM KGHL KGIR KRBM KPFA WSYR WIBX WBT WPTF WBNS WHIO WSPD KVOO WSAN WLEU WBRE WSM KVI WCHS WWVA KERN KFXM KQW WBRY WJAX WFLA KIDO WOWO WBOW KFH WLAP WEBC KOH WDOD WNOX WGNC WTAR WDBJ WMBG KIT KPLC KARK WQAM WOC KWKH WFMJ WBIG KFAB WGBI KSCJ KROD KBIX WAZL KRIC KRIS WKBH.

FRED C. MERTENS & Associates, Los Angeles, has started a series of five-minute transcriptions titled *If*. Based on history, the series of 300 programs are being written by Sparks Stringer and cut by Fidelity Recordings, Hollywood.

A NAZI SPY TRANSMITTER

Technical Description of Tiny Set Operated by Captured Spies, Later Executed

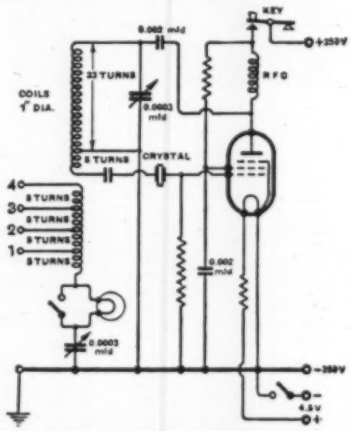
The London technical publication, Wireless World, describes in its February number a small transmitter confiscated from three captured Nazi spies. The description follows:

IT WAS RECENTLY disclosed that three enemy agents, convicted of spying, had been executed in London. Among other things found in their possession was a complete portable short-wave transmitter, and *The Wireless World* has been given facilities by the authorities to prepare a detailed description of the apparatus.

Nothing Unusual

Some mild disappointment will be felt that the transmitter is not of especial technical interest, either mechanically or with regard to its circuit arrangement. The circuit is, indeed, except for the use of a quartz crystal and a pentode valve, almost exactly the same as that used by a member of the staff of this journal in 1924, when everything to do with the shortwaves was brand new, and we were all eager to get some first-hand experience of their behaviour.

In the matter of mechanical layout the set seems distinctly unhandy, at any rate if, as the fiction writers would have us believe, the enemy agent is always compelled to work his gear under the most difficult of conditions. A rather more finished job might have been expected from the best German technicians, and one is inclined to wonder whether the former owners of the set were, figuratively speaking, free lances, responsible for their own equipment, and merely paid by results.



COMPLETE CIRCUIT diagram of the transmitter with details of the coils. Taps are provided for aerial circuit adjustment, which is carried out with the help of an indicator lamp.

As shown in the accompanying diagram, the circuit is a modified Hartley oscillator, with crystal control at the fundamental frequency of the crystal, which, in the case of the actual transmitter just described, is just under 6,000 kc. (about 50 meters). The oscillator circuit has a useful tuning range of from about 4 to 8.5 mcs. (about 35 to 75 meters).

Low Power

The valve is a Telefunken battery pentode, Type KL2, with a directly heated filament consuming 0.27 amp. at 4.25 volts. When operating with the HT batteries provided, which give 210 v. on load, the anode current is 8mA, rising to 29mA in the non-oscillating condition. Power is thus extremely low, but it is remembered that in 1924 with the transmitter already mentioned (which had a comparable power output and wave-range coverage) ranges of several hundred miles were often worked. It must also be remembered that in those days receivers were much less sensitive.

The complete equipment is contained in two black leather carrying cases with shoulder straps. In the first case, measuring 8½ in. by 7¾ in. by 4 in. and weighing 4 lb., are the transmitter unit, a spare valve, Morse key and aerial equipment. The second case, which measures 11 in by 6 in. by 3¾ in. and weighs 7 lb., contains three 90-volt (nominal) HT batteries and two 4.5-volt drycell LT batteries, with their connecting leads. It should be observed that, before the gear can be put into operation, it must be removed from the carrying cases.

A metal box, measuring 5½ in. by 4½ in. by 3 in., houses the transmitter unit, which weighs about 1 lb.

Two Aerials

On the top panel are mounted an on-off filament switch, sealed plug-in crystal holder, key sockets, two tuning condenser dials, and aerial taps for adjustment. There is also a small lamp, with short-circuiting switch, to act as an indicator of current in the aerial circuit. Connections for the battery and aerial and earth complete the external attachments. The key is provided with a 4-foot wandering lead.

Two sets of aerials are provided, and it appears that the usual practice is to use aerial and counterpoise, for which arrangement the circuit is suitable. One aerial measures 11.6 meters and the other 11.45. Each has a lead-in connection 1.62 meters long. Over the frequency range covered by the transmitter these aerials would work reasonably well as quarter-wave current fed radiating systems.

When crystal controlled, the set gives a pure CW note. By removing the crystal and short circuiting the plug sockets the transmitter may be operated without frequency control. Under these conditions stability is still of a high order, and the note, as heard on a suitable receiver with BFO, is still pure over the useful part of the tuning range.

Blackstone Spot Drive Reaches More Markets

BLACKSTONE PRODUCTS, New York (Aspirine), sponsor of quarter-hour news programs in New York, Chicago, and West Coast markets [BROADCASTING, Jan. 27], is adding quarter-hour news periods, variety programs and spot announcements in various markets.

Company has added quarter-hour weekly news program with Todd Hunter on WBBM, Chicago; quarter-hour news period with Norman Barry twice-weekly on WMAQ, Chicago; quarter-hour news program twice daily on KGB, San Diego; quarter-hour period thrice-weekly on the *Breakfast Club*, KFRC, San Francisco; quarter-hour Saturday morning news period on KHJ, Los Angeles; quarter-hour daily *on Musical Clock* program on KYW, Philadelphia; two quarter-hour daily news programs on KCMO, Kansas City; half-hour Saturday evening *Barn Dance*, daily half-hour early morning variety show and 21 spot announcements weekly on WMMN, Fairmont, W. Va. More stations will be added, according to Raymond Spector Co., New York.

Gordon Baking Discs

GORDON BAKING Co., Detroit (Silvercup Roman Meal Bread), is sponsoring daily five-minute transcribed variety program, titled *Silvercup Roman Meal Review*, on WHN WINS WMCA WNEW WXYZ WWJ WSPD WIND WCFL WENR WFDF WIBM WSBT. Barton A. Stebbins, New York, is agency.

"We heard about Kroger's Clock Bread over WMBD! It's our favorite now!"
There are more than 141,320 radio families in Peoriarea that RESPOND to WMBD advertisers!

In Peoriarea, 89.3% of all families own radios. They're balanced almost 50-50—urban and rural. What a test market! For these families spend almost $471,000 every single day. And, in Peoriarea, WMBD is the ONLY radio station that speaks to them all. Here's a golden opportunity for you to test YOUR radio sales campaign EFFECTIVELY and PROFITABLY!

FREE & PETERS, Inc. Exclusive National Representative

TEST SPOT of the MIDDLEWEST

THE HEART OF ILLINOIS

MEMBER C B S NETWORK

WMBD

PEORIA, ILLINOIS

New Dixie Group Organized by CBS

22 Affiliates of Network Are Included in New Hookup

A DIXIE Network, on which 22 CBS affiliates take commercial and sustaining programs from WBT, in Charlotte, N. C., was to be started March 17. It marks the beginning of a consolidation of Columbia outlets throughout the South, with Charlotte as the pivotal point according to A. E. Joscelyn, WBT general manager.

Mr. Joscelyn

The plan has been considered for months. Final approval of the Dixie Network was given by CBS Vice-President Mefford R. Runyon, who spent several days in Charlotte conferring with WBT officials.

Opening Program

The Dixie Network includes all CBS affiliates in the Southeast and Florida groups and eventually will bridge from Asheville, N. C. to Knoxville, Tenn., and serve the nine stations in the CBS South Central leg as far south and west as New Orleans. Installation of direct lines from WBT northward to include Greensboro, Durham and Roanoke, will be considered.

The first program definitely scheduled for the Dixie Network at the start of the service on March 17 was a half-hour show to be presented five days a week, 1-1:30 p.m. It will be a variety show, with Grady Cole, CBS Southeastern farm editor, interspersing market reports, commodity costs, etc. Program will be geared to appeal to every district in the South.

This experimental program will lead to other daytime and evening broadcasts featuring WBT personalities. Programs will continue under the direction of Charles Crutchfield. A new auditorium-studio designed to seat some 300 persons is planned at WBT.

Peter Fox Expands

PETER FOX BREWING Co., Chicago, consistent user of radio, on April 15 starts sponsorship of Bill Anson's *Swing-It* program following the daily baseball games on WGN, Chicago. On the same date sponsorship of the same show in transcribed form will start on WXYZ and the Michigan network. The Chicago company recently took over the Michigan Brewing Co. of Grand Rapids, which has been renamed the Peter Fox Brewing Co. of Michigan. Contracts are for the entire baseball season, using six-weekly quarter-hours. Sponsor is also currently running six-weekly quarter-hour transcribed musical programs on WCFL, Chicago. Agency is Schwimmer & Scott, Chicago.

Too Many Ma's

PRELIMINARY papers in an equity action for damages in the Federal district court of Buffalo against a local baking concern using the trade name Ma Perkins Pies, have been filed by Procter & Gamble Co., Cincinnati, sponsor of the daytime serial *Ma Perkins*. Asserting that the character of Ma Perkins has been built up to a high level of intelligence and is regarded by housewives everywhere as a specific person to be imitated, the plaintiff asks the court for an injunction to restrain the baking company from capitalizing on her reputation.

ARTHUR DREISNER, 28, active as a Portland (Ore.) Civic Theatre and KOIN radio actor, died March 10 following an appendicitis operation.

Blocki Is Blair V.-P.

GALE BLOCKI Jr., since 1936 a member of the staff of John Blair & Company, has been elected a vice-president of the national station representative firm, it was announced March 15 by Mr. Blair, president. Mr. Blocki is widely known in the advertising field, having been for four years on the staff of *Good Housekeeping* before joining Blair and having previously served five years with the *American Boy*. He is a U of Chicago graduate, and has worked with Ewin, Wasey & Co., G. Logan Payne Co., Bauer & Black and General Outdoor Adv. Co., all in Chicago.

Mr. Blocki

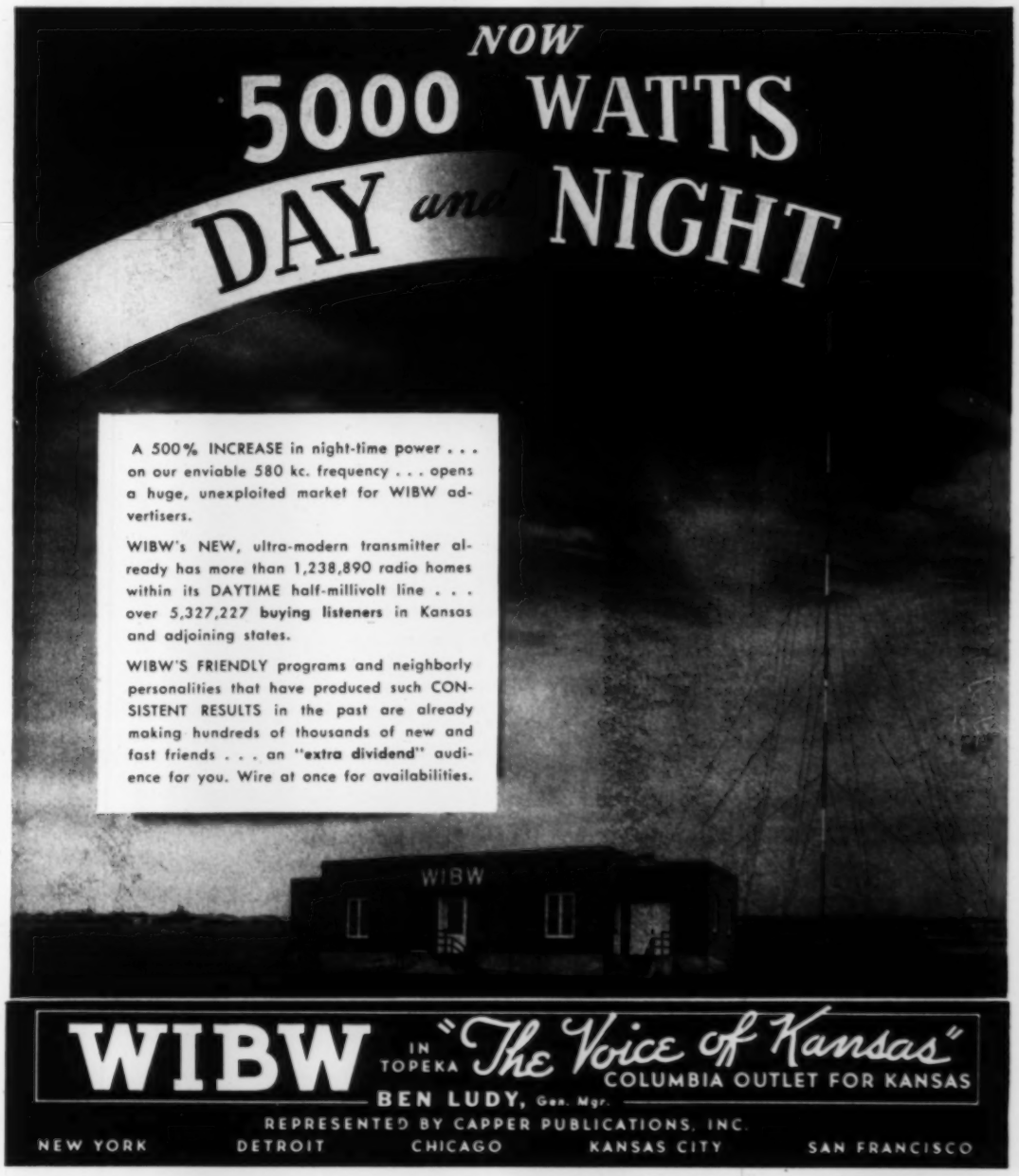
WPID, Petersburg, Va., has appointed Associated Radio Sales as national representatives.

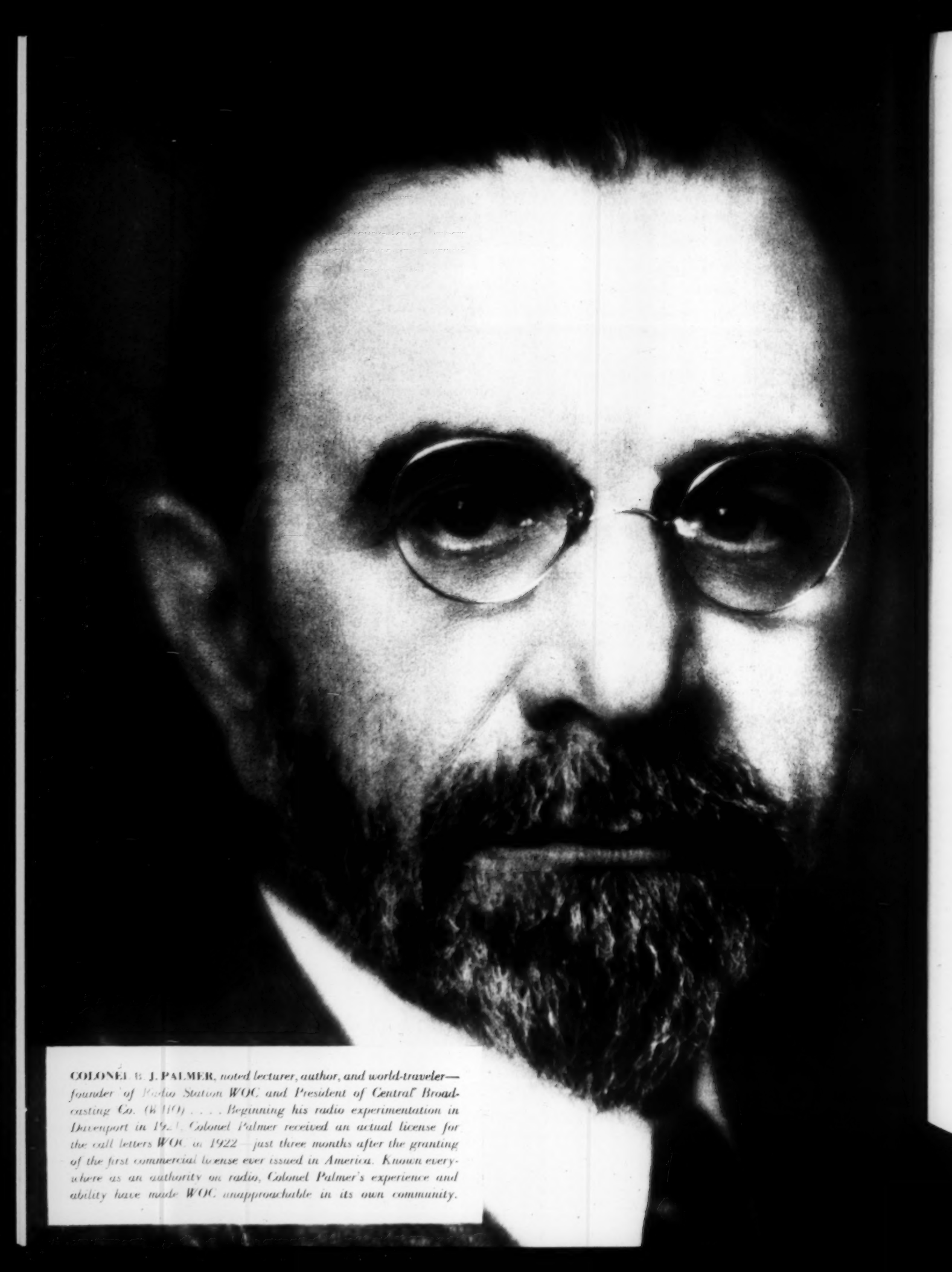
Lucky Strike Winds Up Pickups at Army Camp

AMERICAN TOBACCO Co., New York, sponsor of *Your Hit Parade* heard for Lucky Strike cigarettes on CBS, Saturdays, 9-9:45 p.m., on April 5, will discontinue the portion of the program broadcast from the Army and Navy training camps. Thirteen camps have been visited in as many weeks by the troups, featuring Jerry Lester as m.c., Dean Janis, Gali Gali, the magician, and a "name band of the week".

Beginning April 12, the entire program will originate from New York, with Mark Warnow's orchestra playing the top ten tunes of the week, and Barry Wood and Bea Wain as the featured vocalists. Lord & Thomas, New York, is the agency.

ENGINEERS at WOR, New York, are still devising microphones to fit special occasions, the latest being one surrounded with green shamrock nameplates for WOR's St. Patrick Day broadcasts March 17.


NOW
5000 WATTS
DAY and NIGHT
A 500% INCREASE in night-time power . . . on our enviable 580 kc. frequency . . . opens a huge, unexploited market for WIBW advertisers.
WIBW's NEW, ultra-modern transmitter already has more than 1,238,890 radio homes within its DAYTIME half-millivolt line . . . over 5,327,227 buying listeners in Kansas and adjoining states.
WIBW'S FRIENDLY programs and neighborly personalities that have produced such CONSISTENT RESULTS in the past are already making hundreds of thousands of new and fast friends . . . an "extra dividend" audience for you. Wire at once for availabilities.
WIBW
WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO



COLONEL W. J. **PALMER**, *noted lecturer, author, and world-traveler—founder of Radio Station WOC and President of Central Broadcasting Co. (WHO) . . . . Beginning his radio experimentation in Davenport in 19—, Colonel Palmer received an actual license for the call letters WOC in 1922—just three months after the granting of the first commercial license ever issued in America. Known everywhere as an authority on radio, Colonel Palmer's experience and ability have made WOC unapproachable in its own community.*

WOC

now brings a major network EXCLUSIVELY

to Davenport, Moline and Rock Island!

On March 16, Station WOC went basic Blue. The Blue Network is now carrying *fifty-two* major shows*. As present contracts are renewed, WOC will bring these outstanding attractions *exclusively* to the Tri-Cities, one of the richest industrial sections in the Middle West!

Thus WOC celebrates the *nineteenth anniversary* of its first license by giving an increased measure of service to its already intensely loyal public.

In bringing this new service to its listeners, WOC automatically becomes an even better buy for advertisers. One look at your market statistics—one look at your network map—*tells why.*

Let us send you the complete story of WOC and the Tri-City Market—the industrial center of Eastern Iowa and Western Illinois, where the per capita spending is 59% greater than the national average! Nearly 200 miles from the nearest major city, the Tri-Cities demand and *re-pay* intensive coverage—the kind of coverage you can get only with WOC! *Write us, or ask Free & Peters.*

---

*A few of the typical major shows now available exclusively through WOC in the Tri-Cities area:

Ben Bernie	*Just Plain Bill*	*Inner Sanctum Mysteries*	*Breakfast Club*
Metropolitan Opera	*Fame and Fortune*	*Madison Square Garden Fights*	*Farm and Home Hour*
Easy Aces	*Death Valley Days*		*Club Matinee*
Pot O' Gold	*Mr. Keen*		*John's Other Wife*

WOC for the TRI-CITIES

Moline . . . DAVENPORT . . . Rock Island

COL. B. J. PALMER, *President* . . . BURYL LOTTRIDGE, *Manager*

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Hydra-Head

ONE OF OFFICIAL Washington's chief stocks in trade is to "view with alarm". To the broadcaster, the Capital City often has seemed a hydra-headed monster, belching forth one bit of bad tidings after another. That's the reason the NAB was reorganized three years ago and given a fourfold increased budget. It was revamped to absorb the Washington heat and protect the interests of the entire industry.

Today the outlook is still far from bright. A majority of the FCC appears headed toward assumption of jurisdiction over the business relationships of affiliated stations with their networks. Exclusive contracts and optioned time, as things now stand, are slated for the discard, if the regulators have their way. Trust-buster Thurman Arnold is flirting around the fringes of the broadcasting business, and it won't surprise radio folk on the Washington scene to see the Petrillo grand jury crusade become a sort of omnibus affair—with the networks, NAB and perhaps others in radio lumped in for a free-for-all.

Yet there is still a division in industry ranks. Two years ago there were those who espoused a Congressional review of the Communications Act of 1934, which actually contains provisions on broadcasting going back to the 1927 Act. Because of lack of unanimity, little support was forthcoming. The result was the FCC network-monopoly investigation, and the pending report that may mean the remaking of the whole commercial fabric of broadcasting. Rate regulation, "franchise" taxes on stations and far more rigid governmental supervision of the industry now appear in the offing.

All these dire things stem from interpretations of a statute that has not been reappraised by Congress in 14 years. But compare broadcasting of 14 years ago with the industry of today! The FCC set out to write regulations governing chain broadcasting under a one-line provision of the 1927 Act authorizing it to make such regulations. But, as we recall the Congressional debates, this provision was written only because at that time the engineers were talking about synchronization of stations to the point where a nationwide network might be possible on a single broadcast channel. The authors of the Act, Rep. Wallace H. White Jr. (now Senator) and Senator C. C. Dill, wanted to provide protection against such nationwide "monopolies". Synchronization fizzled. But the FCC, with its new personnel, construed in that language a mandate to take jurisdiction over the business of networks and affiliates, even though this same statute specifically describes broadcasting as different from a public utility-common carrier, subject to rate regulation.

Adding to the concern, not only in the industry but in Congress, is the appointment to the FCC of another official of a State regulatory agency dealing only with common carriers. Ray C. Wakefield, according to all reports, is an able and efficient man and has served on the California Railroad Commission with distinction since 1937. Yet the question has arisen in the minds of some members of the Senate Interstate Commerce Committee whether such an appointment does not tend to "pack" the FCC with men who have a public utility-common carrier concept. Some 90% of the FCC's time is devoted to broadcasting but there is only one man of seven on the FCC who has had any basic experience with that art and industry.

Senator White, still a close observer of radio, wants to introduce a bill to reorganize the FCC and spell out its functions. He plans to give the FCC, or its successor, clearly defined duties on network broadcasting, so that all guesswork on jurisdiction will be eliminated. We believe the industry, as a phalanx, should get behind such a legislative program at once.

Take a Hint . . .

LAST WEEK the FCC announced revision of the rule requiring a station break every 15 minutes when the announcement would interrupt "a program of one half-hour duration or longer consisting of a single consecutive speech, play, religious service, symphony concert or operatic production".

Thus a law-encrusted Government regulatory agency has pointed the way to an industry which likes to consider itself the acme of modernity.

For well might some of broadcasting's sponsors—and they are conspicuous by the practice—revise their specifications that a commercial credit be inserted in the middle of their programs. This regardless of whether it interrupts a dramatic rendition or forces their high-priced commentator to back awkwardly out of his integrated script in favor of a personality boy with a punch in his voice.

Some programs, of course, lend themselves to a smoothly-handled middle "plug". But others, such as news commentaries and closely-knit dramatic productions, do not. Nothing is quite so annoying as to have the continuity of an exciting drama or interesting news talk stopped cold in its tracks while a strange, unwelcome voice blasts through the speaker with a blurb. One network commentator recently refused to renew his contract unless the middle commercial was eliminated. And only last week in these pages appeared the objections of Radiodramatist Oboler to the "plug" in the middle of his carefully planned scripts.

It is evident to many broadcasters that use of the middle commercial under these circumstances defeats its own purpose. Instead of building sales and making friends for the product, it works in reverse.

The whole question is one of good radio. In comedy programs the technique of kidding the sponsor, interwoven in the script, has proved highly successful because it is entertaining. Writers, agency directors, production men and, most of all, the sponsor himself should take into account the public's reaction and avoid the "middle plug" unless it is unobstrusive or breaks logically between acts. They might readily take a hint, in this instance, from the FCC.

Guestitorial

MY EIGHT-HOUR 'ARMY CAREER'

By LEWIE V. GILPIN
Of the Staff of BROADCASTING

SINCE RADIO is a young man's business, many of you probably have gone or will go through a month like my last one.

For all between 21 and 36, selective service is a major concern. Once it strikes close to home, you start learning about it fast, and casual interest gives way to intensive preparation. It's serious business, but there are laughs, lots of them, and some good lessons. The tale of my first turn on the merry-go-round, I hope, will serve some good to someone in addition to myself.

So don't overlook the possibility that somewhere along the line you may fail to come up to snuff—the Army's strict physical standards have surprised lots of us, including local examiners. With this in mind, *take care that you won't be left high and dry in case you are rejected*—don't cut the string on your bundles until you're through the door!

I know I'm not the first selectee to have gone right up to the gate without getting inside. I write this merely as a word of friendly caution to young fellows like myself in the broadcasting industry. We're all ready and anxious to do what we can to aid the national effort—and we're sincerely disappointed when something happens to prevent us, especially after we have personally cast the die.

The fact that some of us don't make the grade for one reason or another is no fault of any person in particular. That we are caused some personal inconvenience, whether we're accepted or not, also is no one's fault—certainly not ours.

Selective service is a gigantic proposition, full of imperfections and, like everything else that is new, must be given a little time to perfect itself.

But meanwhile the responsibility lies heavy

(*Continued on page 34*)

We Pay Our Respects To —

WILLIAM NORTHROP ROBSON

THROUGHOUT his comparatively brief but meteoric career before and behind the microphone, William Northrop Robson Jr., newly-appointed radio director of Lennen & Mitchell, has put into practice the beliefs he preaches.

A strict adherent to the theory that radio is a young man's business, he has surrounded himself with a youthful personnel.

Bill is only 34. It is young as years go in the business world today, but behind him are eight years of varied radio experience. Dawn of 1933 found him living (existing would be a more accurate word), in Hollywood. He was a screen writer out of work. Worldly wealth totaled 35 cents. Bill pounded the pavements for three months job hunting. No luck. Finally he went on relief, drawing assistance from the Motion Picture Relief Fund to which he had contributed considerably during the hectic tenure as screen writer.

A young chap by name of Richard Diggs recommended Bill as writer on a special assignment to the late Don Lee, owner of Don Lee Broadcasting System, Los Angeles. That was March 10, 1933. It was a memorable date for young Robson, for then began his career in radio which since has been a steady upward climb. He handled various writing assignments at KHJ, Los Angeles, the key station of Don Lee network, then affiliated with CBS. Most notable was the aviation drama, *Conquerors of the Skies*, which depicted lives of famous wartime fliers.

Robson believed radio writers could be producers as well. Three weeks after starting to work for Don Lee network, he sat in on a conference where possibilities of announcers and writers becoming producers were discussed. One executive, declaring the idea illogical, questioned Robson as to his ability to produce a program. Hesitating only slightly, the youth replied affirmatively. "All right," agreed the executive, "if you think you can write and produce, take a fling at it Friday." Robson did. The production was a success.

His success as station producer cast a spotlight upon Bill. In November of 1933, he was made network producer of *Calling All Cars*, a crime-doesn't-pay-drama, sponsored by Rio Grande Oil Co., on the Columbia-Don Lee network. For 145 weeks he successfully handled that assignment. To devote full time to program details, Bill resigned from Don Lee network and joined Hixson-O'Donnell Adv., Los Angeles agency, servicing the Rio Grande account.

In 1936 he accepted an offer from Stack-Goble Adv. Agency, Chicago, to direct the CBS program, *Sears —Then & Now*, sponsored by Sears, Roebuck & Co.

A turning point in his career came in March of 1937. Offered a position by CBS in New York at half the salary, Robson accepted. He felt there were greater opportunities in New York.

Soon he joined with Irving Reis in production of *Columbia Workshop*. When Reis left for Hollywood in December 1937, Robson took over reins. He continued as producer of the program as well as other network shows until the summer of 1939, when signed by Ruthrauff & Ryan to produce the weekly CBS *Big Town* series. That brought him back to Hollywood.

Successful production for one year led to and resulted in offer from Lennen & Mitchell, with supervision over all sponsored programs originating from Hollywood. For nearly two months Robson continued to produce the weekly CBS *Big Town* for Ruthrauff & Ryan Inc., in addition to three shows per week for his new affiliation.

In June, 1940, he resigned the former assignment to devote full time to Lennen & Mitchell duties, and within six months, in December, 1940, he was appointed national radio director of the agency, with headquarters in New York.

Born in Pittsburgh Oct. 8, 1906, he is the son of William Northrop Robson Sr., exploitation executive of Paramount Pictures. His father today is Registrar of Deeds for Pittsburgh. In 1923 he went to work as reporter on the *Pittsburgh Gazette-Times*, also attending classes at University of Pittsburgh.

In the fall of 1925 Bill was awarded a scholarship and went to Yale, where he worked his way through washing dishes, driving buses, and acting as a newspaper correspondent. During his first year at Yale, he organized a dance band under banner of "Bill Robson and His Yale Music". He took the aggregation to Europe on three different occasions.

A member of Alpha Chi Rho, he was a classmate of Lanny Ross at Yale, and lived in the same house with Rudy Vallee. While at Yale, Bill was active in the famed George Pierce Baker "47" Workshop. That training, he declares, was put to good use in later years when he became a radio producer. Six weeks before being graduated from college, he was signed to a writing-associate, assistant producer contract by Paramount Pictures. This brought him to Hollywood where his career actually began.

Bill designs his own clothes. Only recently he answered the need of radio producers by designing a four-button, double-breasted suit which keeps the tie in place while working. Robson detests crowds. He likes to spend spare time alone, listening to his extensive album of classical music. Although he knows nothing of their mechanism, his hobby is automobiles. He likes to speed and usually drives a flaring red car. Next to motoring, Robson enjoys boating.

A bachelor, Bill is 6 feet tall. He weighs approximately 200 pounds, has blue eyes and dark brown hair. His bristling black mustache is a by-word in the industry.

Personal NOTES

JOHN K. MONTMEAT, of the CBS sales department, New York, on March 19 will report to Americus, Ga., for 30 weeks of training as a flying cadet, after which he will be commissioned as a second lieutenant for three-years active duty.

WILLIAM C. KOPLOVITZ, former assistant general counsel of the FCC, now partner in the law firm of Dempsey & Koplovitz, Washington, has become engaged to Miss Beatrice Rosenberg, daughter of Mr. and Mrs. I. Rosenberg, of Boston. The prospective bride is a graduate of Emerson College. The wedding will be in Boston on April 27.

AL HARRISON, sales manager of UP radio division, has returned to his desk after a month's illness.

EWALD KOCKRITZ, program director of KTHS, Hot Springs, Ark., on March 17, was to join WLW as field sales representative under William H. Oldham, director of station promotion and market research. Kockritz was at KTHS four years. Prior to that he was assistant to Bill Robinson, when Robinson was general manager of KWBG, Hutchinson, Kan.

LOUIS RUPPEL, CBS publicity director, has his right forearm in a cast as result of an accident at Palm Springs, Cal., March 2. Standing on the observation platform overlooking Palm Canyon, he was demonstrating careful walking to his young son when one of the rocks of the masonry broke out of position underfoot causing him to fall several feet. Result was a fracture of his wrist, and abrasions.

FRANK DURBIN has joined the sales staff of KLZ, Denver. He was formerly with the advertising department of the *Los Angeles Examiner* and before that with the display department of the *Oklahoma Times*.

A. J. TAYLOR, business manager of KRGV, Weslaco, Tex., submitted to an appendectomy on March 4.

D. C. HORNBURG, Texas State Network auditor, is the father of a son, John, born March 7.

BERNARD M. DABNEY Jr., former director of sales promotion, has been named commercial manager of WDEF, Chattanooga, succeeding Jack Maxey, who has left Chattanooga to enter the station representative field in New York. Mr. Dabney has only recently returned to work after a siege of pneumonia.

JOE W. ENGEL, president and owner of WDEF, Chattanooga, has left for Daytona Beach, Fla., where his baseball team, the Chattanooga Lookouts, is in spring training. WDEF will broadcast all road games of the Lookouts.

CLARENCE WHEELER, executive director of WHEC, Rochester, is spending the winter months in Florida. He will return in latter March.

RUTH RICH has resigned as executive secretary of the Women's National Radio Committee to enter the business field.

KEN LOWELL SIBSON, general sales manager of the Taylor-Howe-Snowden group, in Texas on March 2 was honored at a dinner attended by 31 employes and their guests.

KENNETH CHURCH, head of the KMOX, St. Louis, sales department, will serve on the newly-organized Business-Consumer Relations Committee of the Better Business Bureau of St. Louis as radio representative.

HAROLD SEADOR, of Dorchester, Mass., has been named New England representative for Broadcast Music Inc., New York, while J. Robert Miller of Detroit will be BMI roving representative covering the Kansas City to Pittsburgh area.

KENNETH SULSTON, formerly of KMO, Tacoma, Wash., and KFXD, Nampa, Ida., has joined the sales staff of KELA, Centralia, Wash., succeeding Carl Tucker.

HAROLD SCHWARTZ, of the commercial staff of WNLC, New London, Conn., is the father of a baby girl born Feb. 28.

FRED BURR, formerly production chief of KNYZ, Houston, is now managing KRIS, Corpus Christi.

RUSSELL E. OFFHAUS, for four years staff and special events announcer of WCOP, Boston, has been appointed studio manager.

JERRY NORTON, account executive of KJBS, San Francisco, has resigned.

DICE (Ky.) AIN'T LOADED FOR SALES!

We don't mean to belittle Dice (Ky.), but being short on purchasing power, Dice just ain't no sales natural! Whereas the Louisville Trading Area — with its buying *double* the rest of Kentucky *combined* — is one sweet answer to any sales manager's prayer! Without waste, WAVE covers this moneyed market *at lowest cost.* Are you paying for more, without getting much for it?

LOUISVILLE'S **WAVE**

INCORPORATED

5000 WATTS . . . 940 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

KARL KOERPER, vice-president and managing director of KMBC, Kansas City, has left with his wife and child for an extended automobile trip through the South to Mexico City. They expect to return around April 1.

COL. ROBERT R. McCORMICK, owner of WGN, Chicago, and publisher of the *Chicago Tribune*, recently presented his $150,000 winter home at Aiken, S. C., "Whitehall", to *The Citadel*, South Carolina's military college at Charleston.

ARTHUR B. CHURCH, president of KMBC, Kansas City, has recently returned from a month's trip with Mrs. Church to the West Coast, Death Valley, and New Orleans. Mr. C. W. Myers, manager of KOIN, Portland, Ore., and Mrs. Myers joined Mr. and Mrs. Church in Los Angeles and accompanied them to New Orleans.

GUY W. VAUGHAN, president of the Curtiss Wright Corp. and its subsidiary, Wright Aeronautical Corp., was elected a director of Western Electric Co. at a meeting of that company's board of directors March 11.

GUY W. LOWE, program director of KFRU, Columbia, Mo., has been made an honorary citizen of Boys-Town, Father Flanagan's famed haven for homeless boys in Boys-Town, Neb.

LOU MINDLING, former talent salesman of Music Corp., of America, has joined CBS Artists Bureau as a salesman to assist Herbert I. Rosenthal, vice-president, on radio, cafes, and lecture tours.

JERRY HASKINS, former manager of a department store jewelry department, has joined the sales staff of WKBZ, Muskegon, Mich.

EDWARD P. EHRICH, manager of syndicated programs of NBC's Radio-Recording division, and Edith F. Barnes of Bristol, Conn., were married March 5 in New York. The attendants were William Hillpot, program manager of NBC-Blue and Mrs. Hillpot.

Announcer's Goal

UNUSUAL TASKS are frequent for radio announcers, but seldom has one been called upon to tend goal for an American League Hockey team. However, such was the case in St. Louis on March 9, when "Bouncer" Taylor, KXOK hockey expert, was called from the mike to be goalie for the St. Louis Flyers against the Minneapolis Millers. Taylor, a former St. Louis hockey player and now sports announcer for KXOK, drew the substitute job after the regular goalie, Alex Wood, was injured. Taylor kept the Millers scoreless for all but two minutes of the game, when one goal was put over. Incidentally, Taylor had never tended goal before.

DEEMS TAYLOR, music commentator, composer and author, who has served 13 times on the *Information Please* board of experts, has been named permanent understudy to Clifton Fadiman as conductor of the program, sponsored on NBC-Red by American Tobacco Co., New York. Fadiman has missed only four broadcasts since the program's premiere May 17, 1938.

JACK ANDERSON, citrus and winter vegetable expert, has joined KRGV, Weslaco, Tex., as head of *The Valley Farm & Home Hour*. Agnes Kethley, women's editor of the *Weslaco News*, recently started a quarter-hour six-day-a-week program for Wrigley's Gum. Dick St. John, formerly of KTSA, San Antonio, has been appointed to the announcing staff to replace Dick Harwell, who has entered the Army as a private despite ten years of experience in the ROTC, CMTC, and National Guard. Other recent additions at KRGV include: Betty Frizzel, secretary; Ardis Young, receptionist; Rex Garret, control board.

JOHN C. ROBERTS Jr., general manager of KXOK, St. Louis, has returned from a month's vacation at Nassau.

ROBERT REID, formerly associated with Radiotone Inc., Hollywood recording equipment manufacturers, has been appointed western sales manager of National Recording Supply Co., that city.

FRANCIS H. BROWN, Hollywood sales executive, has been appointed factory representative of Federal Recorder Co., New York, in the seven western States.

CAPT. H. M. TALBOT-LEHMANN, managing director of Radiovision Pty. Ltd., Sydney, after a brief business trip to the United States, returned leaving Los Angeles March 5 on the *Monterey* for Australia.

CLIFF ENGLE, of KPO-KGO, NBC stations in San Francisco, has been transferred to NBC, New York. Abbott Tessman has been moved from San Francisco to Hollywood. Grant Pollock has joined the radio division of BBDO, New York.

CLAUDE MAHONEY, formerly White House correspondent for the *Wall Street Journal* and now a member of the editorial staff of the *Washington Evening Star*, has been signed to do a thrice-weekly commentary on WRC, Washington. The series is sponsored by the Studebaker Corp.

PHILIP POLLARD, assistant program director, of WFBC, Greenville, S. C., joins the Army March 24. He is the second member of the WFBC staff to be inducted. Program Director Charles Batson having been drafted last month.

BEHIND the MIKE

NORMAN CORWIN, CBS producer and director, on April 27 will take over direction of original and adapted scripts for the *Columbia Workshop* programs, heard Sundays 8-8:30 p.m. on stations not taking the *Helen Hayes Theatre*, and at 10:30 p.m. on CBS stations which broadcast the *Hayes* program.

JACK SHARPE, one-time musical director of KTHS, Hot Springs, Ark., and former announcer and musical director of KXYZ, Houston, has been appointed musical director as well as organist and pianist of KRIS, Corpus Christi.

RUTH LANDWEHR, known professionally as Ruth Landers, former women's program director of WTOL, Toledo, has joined WAAT, Jersey City, as director of continuity. She also conducts *What's New*, a women's program on WAAT.

RAMSEY YELVINGTON, after a year of fiction writing, has been appointed to the staff of KRIS, Corpus Christi, Tex.

EARLE HOTALING, announcer of WLVA, Lynchburg, Va., has returned after a three-month special assignment with WBTM, Danville.

JACK BOEDKER has joined the announcing staff of WWL, New Orleans. Fred Digby jr., son of the New Orleans sportswriter, has joined the publicity staff of WWL, New Orleans.

ALAN PERSHING DREBEN, announcer of WFVA, Fredericksburg, Va. has been called to service with the Army.

R. S. BOWEN, formerly of the continuity department, has been shifted to the program department of KYCA, Prescott, Ariz. He recently became the father of a baby girl.

KAYE L. McAVOY, formerly of WKNE, Keene, N. H., has been made continuity writer of WCOP, Boston. She has been known to New England radio audiences variously as "Kaye Winters" of WEEI, Boston, and "Bea Baxter" of WKNE. In another WCOP shift, Morton Blender becomes program director in charge of production.

ROBERT HIBBARD, of the WGN, Chicago, news staff, has been inducted into the Army. He is the station's first draftee, and the staff honored him with a farewell party.

DICK WYNNE, KSFO, San Francisco, announcer, for the third time in as many months has been signed to narrate a commercial moving picture. His latest is telling the story of the growing and canning of peas, for one of the world's largest canning concerns.

The **BASIC TEST**

THE best yardstick measuring our worth as radio station representatives is the steady progress in the national field of every station we represent.

During 1939 we showed an average increase of 17% over 1938. During 1940 our increase was 42% over 1939.

RESULTS COUNT MOST

WEED AND COMPANY

NEW YORK · DETROIT
CHICAGO · SAN FRANCISCO

RADIO STATION REPRESENTATIVES

Certainly
NOT THE BIGGEST
Probably not
AMERICA'S BEST
—But Positively—

A fine little station doing a swell job of getting big results.

KTSM N.B.C. BLUE & RED
500 WATTS
EL PASO, TEXAS

Meet the LADIES

ETTA WILSON

NEWLY-APPOINTED woman's editor of WCLE, Cleveland, Etta Wilson, is another newspaper alumnus to join the ranks of radio commentators. Her mother was the editor of the weekly *Summerfield News*, and the daughter early decided that hers also was to be a newspaper career. After attending Beloit College, Sam Houston State Teachers College, and Rice Institute, graduating from the last-named, Miss Wilson worked briefly as a school teacher in Ohio and Texas. During the first World War she became news editor of the *Houston Post*, the head of the first all-woman copy desk on a metropolitan daily. She returned to Ohio in 1926 to become Woman's Page Editor of the *Cleveland Press*, and remained until 1939. She is a charter member of the Cleveland Women's Press Club and the Ohio Newspaper Women's Association.

SIGRID SCHULTZ, correspondent in Berlin for MBS and the *Chicago Tribune*, is in Chicago for a short vacation before returning to Germany. John Paul Dickson is Mutual's other correspondent in Berlin.

LAWRENCE E. NEVILLE, continuity chief of KMOX, St. Louis, is conducting a course in radio advertising at the Jefferson College of the local YMCA.

DELMAR BRADLEY, after an illness of five months, has returned to the WAPI, Birmingham, Ala., *Model Electric Kitchen*, as station hostess and commercial economist.

MR. AND MRS. MIKE CLARKE, both formerly of WGST, Atlanta, have joined the staff of WWL, New Orleans as announcer and traffic clerk respectively.

ALAN HALE, for five years baseball and sports announcer of WISN, Milwaukee, on April 1 joins WJJD, Chicago, in a similar capacity. Before leaving the Milwaukee station he was presented with a desk pen and pencil set by the staff.

AL KIMMEY, member of the WBBM-CBS, Chicago, studio orchestra, and Helen Birk of the WBBM accounting department, were married March 10 in Waterloo, Ia.

CORWIN RIDDELL, newscaster of WOAI, San Antonio, was honored in the Feb. 15 isue of Vida Reinera, Mexican magazine, in an article on his popularity among Mexican listeners.

JIM RUSH has been promoted to director of transcriptions at WWL, New Orleans, succeeding Jack Kelly who left to join WGST, Atlanta.

JACK R. WAGNER, formerly production manager of KHUB, Watsonville, Cal., and more recently at KSRO, Santa Rosa, has resigned due to illness.

LILLIAN PETERSON has been promoted to traffic manager of KELA, Centralia, Wash.

HOWARD PAUL KENT, formerly of WNBF, Binghamton, N. Y., and Carl Raymond, from WMAS, Springfield, Mass., and WMAN, Mansfield, O., have joined the announcing staff of WGY, Schenectady. Raymond succeeds Thomas Martin, who resigned to join WIS, Columbia, S. C.

DAVID McNUTT, formerly of the press department of KPO-KGO, San Francisco, has been commissioned a lieutenant and assigned as assistant public relations officer of Moffett Field, Army air station, Sunnyvale, Cal.

HALE S. SPARKS, who conducts the *University Explorer* program on KPO and KGO, San Francisco, has been elected president of the Berkeley Breakfast Club.

LYNN BRANDT, NBC, Chicago, announcer, is the father of a boy, Michael Harringon, born March 6.

LIEUT. FRANK LYNCH, CKLW, Windsor, Ont., announcer, is back in the studios after a short training course with his regiment in Southern Ontario.

JACK MEVES, musical director of KRSC, Seattle, Wash., is the father of a baby boy born March 4.

JEAN RUTH, known to the WHAT, Philadelphia, audience as Kay Martin with her *College of Practical Knowledge* program sponsored by Lit Brothers, is recuperating in the Chester County Hospital, West Chester, Pa., after an appendectomy.

WILLIE BURNS, Hollywood writer on the NBC *Burns & Allen Show*, sponsored by George A. Hormel & Co., (Spam), is the father of a girl born March 5.

WENDELL WILLIAMS, NBC Western division continuity acceptance editor, Hollywood, is recovering from an appendicitis operation.

REID KILPATRICK, KHJ, Hollywood, announcer, is the father of a boy born March 6.

WARREN HULL, Hollywood radio and film actor, has been assigned as announcer of the NBC *Alec Templeton Time* sponsored by Miles Labs, (Alka-Seltzer), during its West Coast origination.

WHITEY FORD, featured as the *Duke of Paducah* on the Brown & Williamson Tobacco Corp. program *Plantation Party* on NBC-Red, on March 12 left for Hollywood to make a picture at Republic studios, "Country Fair", which will star Lulu Belle & Scotty. His portion of the show will be fed from Hollywood.

FRANK BOONE, new to radio, has joined WNLC, New London, Conn., as junior announcer.

STAN THOMPSON, formerly assistant program director and production head of CBS, Chicago, has been named production manager of WIRE, Indianapolis.

SCOTT DILWORTH, former announcer at station WCLS, Joliet, Ill., has joined the staff of WBOW, Terre Haute, Ind. James Mitchell moved into Dilworth's spot at WCLS, while Authur Zapel has been taken on as a new announcer. All are recent students of the Columbia College of Drama & Radio in Chicago.

SHERMAN BOOEN, program director and announcer of KATE, Albert Lea, Minn., has resigned to become news, sports and special events man at KDTH, new 1,000 watter at Dubuque, Ia. Mr. Booen, who is also licensed amateur, has just completed a private flying course under the CAA.

VIRGINIA ANDERSON, of the KOA, Denver, traffic department, has announced her engagement to Joseph Monserud, engineer.

CHARLES ATCHISON, formerly of WCBI, Columbus, Miss., and V. A. Coker, formerly of WCOV, Montgomery, Ala., have been added to the announcing staff of WDEF, Chattanooga. Mary Ann Campbell, new to radio, has joined the continuity department.

FRED MARKLE, producer and writer, has joined CKWX, Vancouver, as continuity writer. Another newcomer to CKWX is Norris Mackenzie, formerly of CJCA, Edmonton, assigned to the announcing staff.

NORMAN BOTTERILL, assistant manager in charge of program production at CKWX, Vancouver, is the father of a 7½-pound girl.

HAROLD HAUGHT, formerly with WPAR, Parkersburg, and WBRW, Welch, W. Va., has joined the announcing staff of WGBR, Goldsboro, N. C. Alberta Carr, from WGTM, Wilson, N. C., has been named continuity director of WGBR.

BILL DURBIN, formerly of WEW, St. Louis, has joined the announcing staff of KMOX. Sid Saunders, formerly of KMOX, has returned temporarily to fill a vacancy left by the resignation of announcer Moulton Kelsey. Bob Seat has been transferred from the promotion department of the *Star-Times*, which owns KXOK, to the same department as the station.

RAYMOND F. SNYDER, special officer of the NBC, Chicago, guide staff, and Perc F. DeTamble, of the guide staff, have entered military service. They have been replaced by Joseph J. Diezel and Herbert K. McDonald, of the page staff.

LESTER VAIL, of the NBC production division, has been engaged by the Theatre Guild, New York to direct Frederic March and Florence Eldridge in "Hope for a Harvest", new play which will tour the country this spring and open on Broadway next fall.

CARL RAYMOND, formerly announcer of WMAS, Springfield, Mass., and WMAN, Mansfield, O., has joined the announcing staff of WGY, Schenectady, replacing Thomas Martin who has resigned to join WIS, Columbia, S. C.

ROBERT HATFIELD, formerly of WKNY, Kingston, N. Y., and previously sports editor of the *Poughkeepsie Sunday Courier*, has joined WBRK, Pittsfield, Mass.

GEORGE FAULDER, formerly of Erwin, Wasey & Co., New York, has joined the announcing staff of WMC, Memphis.

ARLEN MILLER, formerly of WPRP, Ponce, P. R., has joined the announcing staff of WIBC, Indianapolis.

DON McCALL, staff announcer for the last three years at WEBC, Duluth, has been appointed program director.

VICTOR PERRIN, NBC Hollywood page, has been elevated to junior announcer.

KGKO

570 KC 5000 WATTS DAY CP 5000 WATTS NIGHT NBC

FORT WORTH and DALLAS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

REMEMBER ROCKFORD!

It's the location of CAMP GRANT, the nation's largest recruit reception and medical replacement center!

January and February bank clearings UP 42%!

January payrolls smash all records; 13.5% HIGHER than 1929 peak!

AVAILABLE: 15 minutes of The Musical Clock, a tested and proven program, 7:45 to 8 a.m., six days per week, $48.

FOR *EFFECTIVE* COVERAGE OF THIS $150,000,000 MARKET:

REMEMBER

WROK 1000 WATTS ROCKFORD, ILL.

AFFILIATED WITH THE MUTUAL BROADCASTING SYSTEM

NATIONAL REPRESENTATIVES: HEADLEY-REED COMPANY

Still, Small Voice

INSPIRED by acquisition of a new station wagon and remote equipment, the special events staff of KSFO, San Francisco, headed by R. W. Dumm, drove to Yosemite Valley to broadcast the Intercollegiate Ski Championship contests. The time for the races and jumps arrived. The KSFO-ers were all set with their new gadgets. Dumm started talking. But his voice never reached his audience. A young hurricane a few minutes before had torn down telephone wires.

'Army Career'

(*Continued from page 30*)

with the individual to see just what lies ahead of him. In many cases he will be confused by misinformation or misdirection, but if he takes the initiative and tracks down the answers to particular problems on his own, he eventually finds them.

I found this to be true. Some of us have had previous military training, at school or college. Some even have qualified for reserve commissions, and many of these already have been called to active service. But for all of us who come under the selective service program, it has become increasingly important that we take it upon ourselves to find out all we can about just what makes the wheels go around.

Washingtonians have a great advantage over those living elsewhere. When we are confused, we can inquire direct from the War Department or National Selective Service Headquarters. We have not looked for any special consideration, but we have earnestly sought factual information. And we've learned a great deal of value to you—and to me, too.

Principally we have discovered the advisability of engaging in this independent personal inquiry just mentioned. Your local selective service board can tell you how the selective service system works—at least how it works on paper. A brief interview with your board chairman should give a pretty good general picture.

On the other hand, the board probably will not be able to give you much of a definite idea on just what Army life is like, what are the functions of the various branches of military service, what special activity you may be qualified for. That is just an incidental job with them, and they're too busy filling their quotas to study up on these matters.

If you get the chance talk to some Army official and get an idea of the various branches of service, in case you want to state a preference. Tell him your aptitudes and experience (especially your radio background) and ask for an opinion on what sort of service you might do best.

You will find that a definite goal in your mind simplifies much of the confusion that's bound to arise, although you can rest assured the effort will be to place you in a spot where your training and experience will do the most good. Common sense generally will justify any conflict in your information.

By the time you actually are ready to leave, you should know fairly definitely where you are to be sent, what you can and should take with you in the way of clothes and personal paraphernalia and who will be going with you.

Dolorous Diary

I mentioned that I was on a merry-go-round for a month. It was an interesting experience, and reading of it in detail may help some of you grab the brass ring. Here it is, day by day:

Feb. 8—My selective service questionnaire arrived, bringing with it no little consternation, since it came about six months before I expected, in the light of what appeared to be a relatively high national lottery number. It was a surprise to find that a national order number of 2,691 had become 359 in my local board area. But immediately the wheels started to roll.

My job was assured to me upon my return from service, and I began to wonder what might be happening a year later, when I got back from Fort Bliss, Tex. It appeared there would be no trouble in subletting my apartment and furniture—which proved to be the case, thus relieving one big worry.

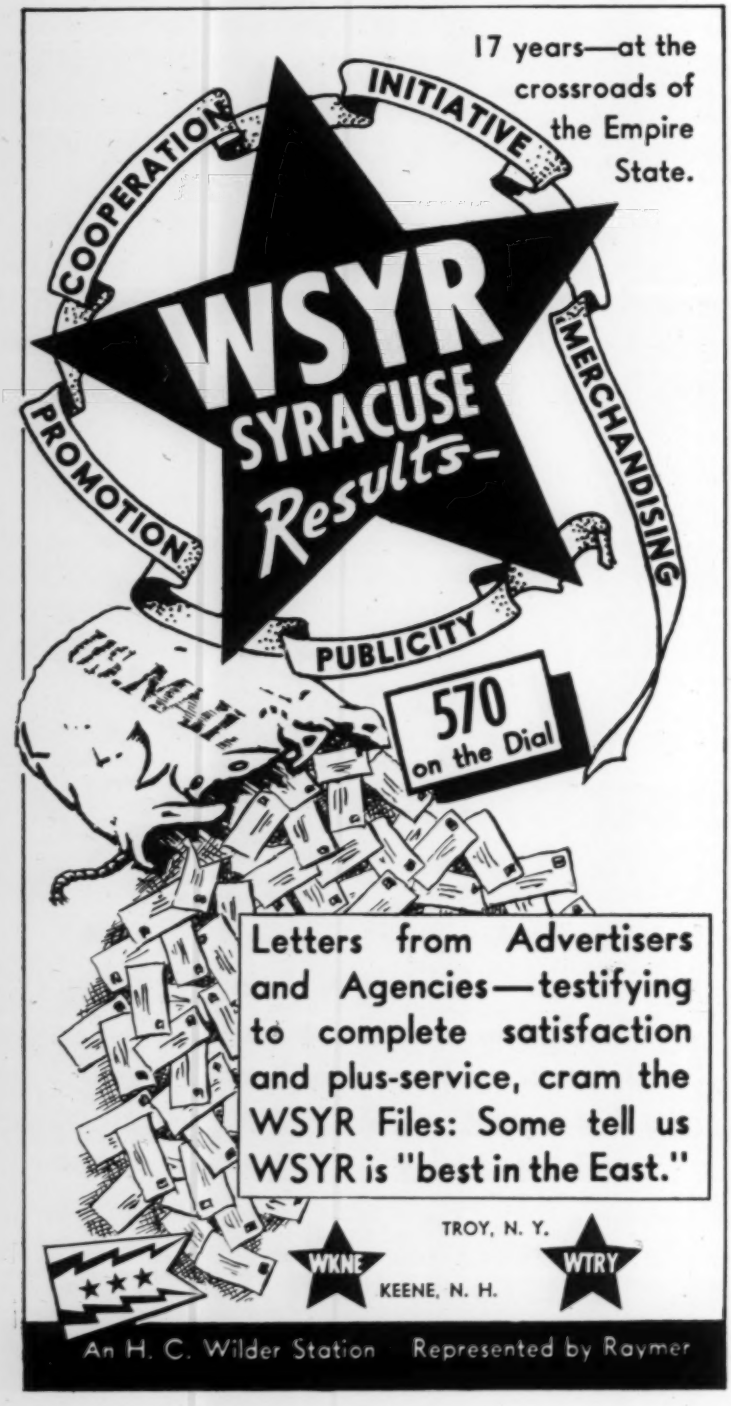
Other personal considerations, such as life insurance and storage of clothes and other property, appeared as simple of solution. An excited day, but relieving, once the action had started.

Feb. 11—After gathering some general information on Army service from the War Department, and discussing the pros and cons of volunteering, I filled out my questionnaire and left it with my local board. In the pink and ready to go. I suggested classification as 1-A in the space provided on the questionnaire.

Feb. 17—According to instructions, I went to a local hospital for my physical examination. I got a scare for a minute during the physical checkup when the doctors discovered the scar of an abdominal operation I had had in infancy; I was less than a year old and the faint scar was all that ever reminded me of it.

The examiner's first reaction was to defer my service on the spot, but, pressed for a definite ruling,

REUNION IN CAMP was held by KMOX group when Announcer Bob Dunham traveled from St. Louis for a pickup from Camp Robinson, near Little Rock. Dunham unexpectedly encountered two KMOX staff members who are in the Army for a year. Here the soldiers face the KMOX mike. Left to right are Dunham; Private Edward Goldsmith, salesman; Sergeant-Major Judd Green, of the production staff.



Attention Time Buyers

Commerce Department figures show Savannah leading all Georgia cities in retail sales increase.

State as a whole +13%
Savannah ----- +36%

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

he called in several colleagues, all of whom took a discerning look, consulted the Army's handbook of physical requirements and finally agreed that I would have no trouble in passing the Army's examination. With this assurance about my only physical shortcoming, I rushed preparations for leaving. By this time the apartment had been sublet for March 1 and books and clothes were being boxed for shipment and storage.

A False Alarm

Feb. 18—The chest X-ray and tuberculosis examination scheduled for today turned out to be false alarm. There was a long serpentine line of us—I judge about 200—waiting in a little reception room, when attendants told us we'd have to come back Feb. 26. A few of the boys—carpenters' assistants and day laborers—protested because it meant they were giving up two half-day's pay instead of only one, and we could see their point. On Feb. 26 I went back. The actual examination finally lasted only a few minutes.

Feb. 24—Wondering just when I might leave, I called the local board's office. No official was there, but a secretary, after consulting her records, advised me that I could definitely count on at least a 10-day period between the time I was notified of my classification and the time of actual departure. She indicated this was provided by statute, and that the 10-day period was certain. So I waited quietly for the classification notice, counting on at least 10 days for last-minute preparations.

Feb. 28—The classification notice arrived—1-A, as expected.

March 1—Moving day, and right in the middle of the Saturday morning came a special delivery letter from the board office. I was to report for induction the following Tuesday at 7:45 a.m.! A further surprise came upon phoning the board, when I was told the induction notice, and not the previous advice about the 10-day period, was to be believed. Protesting that I could not possibly wind up my affairs by Monday night, I was referred to the district selective service headquarters. There was no great rush, they said, and finally my departure was postponed until March 10.

March 8—The members of our group of 10 selectees from my area met in the board's office. It was very pleasant, and in a short time we had learned each others' names. The board chairman gave us final instructions, revising them considerably after we pointed out that the induction procedure had been changed for the March 10 group. He hadn't been notified, so it wasn't his fault. But finally we straightened out all the details about where we were going and what civilian clothes we should take along.

March 10—Two or three old friends, among them a young Boston newspaper correspondent and a fraternity brother, turned up at Washington's old National Guard Armory, along with myself and the other men from my area. There were 158 of us in all. Loaded into buses, we had a police escort to Baltimore where the Army's doctors were to give us our official physical examinations.

I put Washington out of mind for the time being, and looked forward to two or three days at the induction center at Fort Lee, Va., and then a long Pullman ride to Fort Bliss. The examination was an interesting experience, efficiently handled. In good humor, we looked on it as a formality, since we were all good-sized, healthy-looking specimens.

About half-way through the examination the blow fell. They discovered that, after all, my ailment of infancy disqualified me! They said it was serious enough to defer me for active service until it could be corrected.

The decision stood!

The excitement lasted from 7:15 a.m. until 4:33 p.m., when the B. & O. local left Baltimore for Washington; an officer gave me an order for six train tickets for the members of my group, and also gave each man a trolley token to take him home when he arrived.

As it turned out, 14 had been rejected out of the 158 sent for examination, I was told.

I imagine the others felt as foolish as I did the next morning when I walked back to my desk and typewriter, and ran into friends I had bade goodbye the day or two preceding.

KFDM Names Lovan

ESTABLISHMENT of a merchandising service and the naming of Ernest Lovan as merchandising manager have been announced by C. B. Locke, general manager of KFDM, Beaumont, Tex. The new department will function separately from other station activities and is dedicated solely to merchandising sponsors' program. Mr. Lovan for seven years had been associated with the *Beaumont Enterprise & Journal* as head of merchandising.

Mr. Lovan

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

We're Overnight from you

A recorded acetate, air-expressed to us, arrives overnight. We process and ship your sample pressing by air within 12 to 24 hours. It costs no more—it takes no longer to have Allied quality—recognized nationally since 1934 for superior Electrical Transcriptions and Phonograph Records. Next time try . . . . .

RADIODISC Allied RECORD MFG. CO.

1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.

Presto Offers a New 50 Watt Recording Amplifier . . .

. . . and the first *accurately calibrated* recording channel for making direct playback transcriptions. The new Presto 88-A amplifier, combined with the Presto 1-C cutting head, makes recordings identical in response to the finest commercial pressings. These recordings give you full range reproduction when played back on the N. B. C. Orthacoustic or standard lateral settings of your reproducing equipment. A switch on the amplifier selects either of the two recording characteristics.

You'll hear a new quality in your recordings when you use this Presto equipment . . . a fuller, more natural bass . . . crisper, cleaner highs. Pre-emphasized high frequency response reduces surface noise well below audibility. Output of the 88-A is 50 watts with 1½% distortion. Gain is 85 db. Noise level is 45 db below zero (.006 W). Use the 88-A in place of your present amplifier. You'll notice a tremendous improvement in your recordings. Your present Presto 1-B or 1-C cutter can be calibrated with an 88-A amplifier at a nominal charge. Catalog sheet on request.

Canadian Distributor: Walter P. Downs, 2313 St. Catherine St. W., Montreal, P. Q.

Chicago Rep. L. W. Beier — Sound Sales Corp.
600 S. Michigan Ave. Phone Harrison 4240

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 4 *sa* weekly, thru Ward Wheelock Co., Phila.
W. Atlee Burpee Co., Philadelphia, *sp* weekly, thru Flagler Adv. Co., Buffalo.
Bond Stores, New York (clothing), 6 *sp* weekly, thru Neff-Rogow, N. Y.
National Biscuit Co., New York (bread), *sp* weekly, thru McCann-Erickson, N. Y.
P. Lorillard Co., New York (Sensation), 2 *t* weekly, thru Lennen & Mitchell N. Y.
Procter & Gamble Co., Cincinnati (Duz), 47 *sa*, thru Compton Adv., N. Y.
Macfadden Publications, New York (True Story), 3 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
International Salt Co., Scranton, 3 *sp* weekly, thru J. M. Mathes Inc., N. Y.
Trimount Clothing Co., New York (Clippercraft clothes), 60 *ta*, thru Emil Mogul Co., N. Y.
E. L. Knowles Inc., Springfield, Mass. (Rubine), 4 *sa* weekly, thru Chas. W. Hoyt Co., N. Y.
Dr. Salsbury's Labs., Charles City, Ia. (chick remedy), 2 *ta* weekly, thru N. W. Winter Agency, Des Moines.
Perfection Stove Co., Cleveland, 2 *sa* weekly, thru Perfection Stove Co., Cleveland.
Lever Bros. Co., Cambridge (Swan), 3 *sa* weekly, thru Young & Rubicam, N. Y.

WOR, New York

Nu-Enamel Corp., Chicago, 5 *sp* weekly, thru Wm. Blair Baggaley, Chicago.
Christian Feigenspan Brewing Co., Newark (beer), 5 *sp* weekly, thru E. T. Howard Co., N. Y.
John Morrell & Co., Ottumwa, Ia. (hams), 5 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Armstrong Cork Co., Lancaster, Pa., 3 *sp* weekly, thru BBDO, N. Y.

WFMJ, Youngstown, O.

Lever Bros. Co., Cambridge, Mass. (Swan soap), 3 *ta* daily, thru Young & Rubicam, N. Y.
Roman Cleanser Co., Detroit, 3 *sa* weekly, thru Gleason Adv. Agency, Detroit.
Ward Baking Co., New York, 3 *ta* daily, 52 weeks, thru Sherman K. Ellis & Co., N. Y.
Bond Stores, New York (men's clothing), 6 *sp* weekly, thru Neff-Rogow, N. Y.

WAPI, Birmingham

Castleberry's Food Products Co., Augusta, Ga. (hash), 5 *sa* weekly, thru Nachman-Rhodes, Augusta.
Tennessee Coal, Iron & Railroad Co., Birmingham and Pittsburgh (U. S. Steel subsid.), 3 *sp* weekly, 26 weeks, thru BBDO, Pittsburgh.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 7 *sa* weekly, 13 weeks, thru Newell-Emmett, N. Y.

WGN, Chicago

Manhattan Soap Co., New York (Sweetheart Soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Peter Paul Inc., Naugatuck, Conn. (candy), 3 *sp* weekly, 26 weeks, thru Platt-Forbes, N. Y.
Gardner Nursery Co., Osage, Ia., 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

WNLC, New London, Conn.

Kaladam Co., Detroit (Marmola), 3 *ta* weekly, 52 weeks, thru Spot Broadcasting, N. Y.
Southern New England Telephone Co., New London, 4 *sa* weekly, thru BBDO, N. Y.

WABC, New York

Miles Labs., Elkhart, Ind. (Alka-Seltzer, One-a-day tablets), 6 *sp* weekly, 7 weeks, thru Wade Adv. Agency, Chicago.
Bond Clothes, New York (men's clothing), 5 *sp* weekly, thru Neff-Rogow, N. Y.

WHK, Cleveland

Nu-Enamel Corp., Chicago (paint), 26 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Lydia E. Pinkham Medicine Co., New York, 50 *ta*, thru Erwin, Wasey & Co., N. Y.
Peter Paul Inc., Naugatuck, Conn. (candy), 65 *sp*, thru Platt-Forbes, N. Y.
Popular Science Monthly, New York (magazine), 10 *ta*, thru Joseph Katz Co., N. Y.
Rockwood & Co., New York (Bits candy), 30 *sa* weekly, thru Federal Adv. Agency, N. Y.
Sherwin-Williams Co., Cleveland (paint), 40 *sp*, thru T. J. Maloney Inc., N. Y.
Seiberling Rubber Co., Akron, 84 *sp*, thru Meldrum & Fewsmith, Cleveland.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 91 *ta*, thru Newell-Emmett Co., N. Y.
Camille Inc., New York (Run-R Stop), 13 *sp*, thru Hudson Adv. Co., N. Y.

WHO, Des Moines

North American Accident Insurance Co., Newark, 13 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Colgate-Palmolive-Peet Co., Jersey City, 260 or more *sa*, thru Ward Wheelock Co., Phila.
O'Cedar Corp., Chicago (polish), 65 *ta*, thru H. W. Kastor & Sons, Chicago.
Consolidated Products Co., Peoria, Ill. (buttermilk products), 13 *sp*, thru Mace Adv. Agency, Peoria.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 10 *sa*, thru H. W. Kastor & Sons, Chicago.
Oyster Shell Products Corp., New Rochelle, N. Y., 37 *sa*, thru Husband & Thomas, N. Y.

KYW, Philadelphia

Welch Grape Juice Co., Westfield, N. Y. (grape juice), 10 *sa* weekly, for 13 weeks, thru H. W. Kastor & Sons, Chicago.
General Foods Corp., New York (Post Toasties), 5 *sp* weekly, thru Benton & Bowles, N. Y.
Wilbur Suchard Chocolate Co., Lititz, Pa. (cocoa, chocolate), 3 *sa*, for 7 weeks, thru Gray & Rogers, Philadelphia.

WENR, Chicago

Illinois Bell Telephone Co., Chicago (Classified Red book), 3 *sa* weekly, 13 weeks, thru N. W. Ayer & Sons, Chicago.
Gordon Baking Co., 5 *t* weekly, 13 weeks, thru Barton A. Stebbins, N. Y.

WJJD, Chicago

Woolley & Co., Seattle (Income Tax Books), 13 *sp*, thru Northwest Radio Adv. Co., Seattle.

WGBR, Goldsboro, N. C.

Southern Cotton Oil Co., New Orleans, daily *sp*, thru Fitzgerald Adv. Agency, New Orleans.

WBBM, Chicago

Look Magazine, New York, 3 *sa* weekly, 52 weeks, thru Raymond Spector Co., N. Y.

WEEI, Boston

O'Cedar Corp., Chicago (polish), *sa* series, thru H. W. Kastor & Sons, Chicago.

KSFO, San Francisco

National Funding Corp., Los Angeles (loans), 4 *sp* weekly, thru Smith & Bull Adv. Agency, Los Angeles.
Nestle's Milk Products, New York, 6 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Philco Radio & Television Corp., Philadelphia, 3 *t* weekly, thru John B. Parsons, San Francisco.
Popular Science Publishing Co., New York, *sa* series, thru Joseph Katz Co., N. Y.
Pillsbury Flour Mills Co., Minneapolis, *sa* weekly, thru Hutchinson Adv. Co., Minneapolis.
Rainier Brewing Co., San Francisco, 12 *ta* weekly, thru Buchanan & Co., Los Angeles.
Regal Amber Brewing Co., San Francisco (Regal Pale beer), 2 *sa* weekly, thru M. E. Harlan Adv. Agency, San Francisco.
R. J. Roesling Co., San Francisco, 16 *sa*, thru Fletcher S. Udall & Associates, San Francisco.
Sumner Rhubarb Growers Assn., Seattle, 6 *sa*, thru Brewer-Weeks Co., San Francisco.
Seal-Cote Co., Los Angeles (Flamingo Nail Polish), 4 *sa* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 4 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Simon & Schuster Co., New York (tax instruction books), 6 *t*, thru Northwest Radio Adv. Co., Seattle.
Standard Beverages, San Francisco (Par-T-Pak), 6 *sa* weekly, thru Emil Reinhardt Adv. Agency, Oakland.
U. S. Playing Card Co., Cincinnati, 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Vick Chemical Co., New York (Vick's Inhaler), 4 *sa* weekly, thru Morse International, N. Y.
William H. Wise Co., New York (books), 12 *t*, thru Northwest Radio Adv. Co., Seattle.

WOAI, San Antonio

National Toilet Co., Paris, Tenn. (cosmetics), 5 *ta* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Employers Casualty Co., Dallas, weekly *sp*, thru Ira DeJernett Adv. Service, Dallas.
Galveston Houston Brewing Co., Galveston, 6 *sp* weekly, thru Ruthrauff & Ryan, Houston.
Church & Dwight, New York (soda), 6 *sa* weekly, 13 weeks, 3 *sa* weekly, 39 weeks, thru Brooke, Smith, French & Dorrance, N. Y.

WMAQ, Chicago

Cleveland Cleaner & Paste Co., Cleveland (Walvet), 50 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Blackstone Products Inc., New York (Aspertane), 2 *sp* weekly, 52 weeks, thru Raymond Spector Co., N. Y.
Look Inc., New York (magazine), 2 *sa*, 52 weeks, thru Raymond Spector Co., N. Y.
O'Cedar Corp., Chicago, 6 *ta* weekly, thru H. W. Kastor & Sons, Chicago.

WCAU, Philadelphia

Blackstone Products, New York (Aspertane), *sp* weekly, 52 weeks, thru Raymond Spector, N. Y.
Horn & Hardart Baking Co., Philadelphia (restaurants), 6 *sp* weekly, for 52 weeks, thru Clements Co., Philadelphia.

ZNET, A SINGLE POLICY AT A SINGLE RATE

Best Sales Week Enjoyed by WOR

Record for 19 Years Created By Early March Contracts

DURING the week March 3-8 WOR, New York, marked up its biggest sales week in 19 years with the signing of five new sponsors, renewals for three sponsors, three expansion contracts and the return of two sponsors.

Of the new sponsors, three are using radio for the first time. Rubsam & Horrman Brewing Co., Staten Island, N. Y., on April 11 starts 52-week sponsorship of *A Barrel of Fun*, transcribed variety show especially designed for brewery sponsors and packaged by Brisacher, Davis & Staff, San Francisco, Thursdays, 8:30-9 p.m., through S. C. Croot & Co., New York. Bronx County Trust Co. is sponsoring Stan Lomax's sports talks thrice-weekly through Callo-McNamara-Schoeneich, New York, and Public Service Corp. of New Jersey is presenting two Saturday morning programs weekly.

Renewals, Expansion

Other new WOR sponsors are California Prune & Apricot Growers Assn., San Jose, Cal., using weekly participations on the *Dear Imogene* program, and Life Savers Corp., Portchester, N. Y., using participations on *Here's Morgan* six times weekly.

Renewals were signed by Peter Paul Inc., Naugatuck, Conn., for weather reports; Kerr Chickeries, Frenchtown, N. J., for thrice-weekly one-minute spot announcements, and Adler Shoes, New York, for *Here's Morgan* participation.

Expansions came from Zonite Products, New York, for Forhan's toothpaste, and R. B. Semler Inc., New York, for additional half-hour sponsorships of *Gabriel Heatter*. Lever Bros. Co., Cambridge, Mass., through Wm. Esty & Co., also added to its WOR contract for sponsorship of pre-season and regular season baseball games of the Brooklyn National League.

Returning to WOR were General Mills, Minneapolis, with a contract for co-sponsorship with Lever Bros. Co. of baseball, and Brown & Williamson Tobacco Co., Louisville, to sponsor Waite Hoyt's baseball highlights programs following broadcasts of the Brooklyn Dodgers games. Program heard for Wings and Avalon cigarettes was placed by Russel M. Seeds Co., Chicago.

American Can on MBS

AMERICAN CAN Co., New York, on April 7 will start a half-hour comedy-mystery dramatic series on 77 MBS stations. Programs, titled *The Amazing Mr. Smith*, will be heard in the interest of Keglined beer cans on Mondays at 8-8:30 p.m. The dramas are written by Martin Gosch and Howard Harris and are built around the adventures of Gregory Smith, an amateur detective acted by Keenan Wynn. Young & Rubicam, New York, is agency.

Radio Advertisers

LEO'S STORES, Cincinnati, (auto accessory dealer), is sponsoring play-by-play descriptions via wire of the Cincinnati Red's spring training baseball games on WSAI, Cincinnati. Dewey Long, WSAI general manager, flew to New York to arrange with several sponsors of afternoon programs on the station to shift their broadcasts via transcription thus clearing time for the baseball broadcasts. Dick Bray, WSAI sportscaster, is handling the games with the assistance of Roger Baker. Contract was arranged by George Moore, of the sales staff, as part of a 52-week campaign.

ROUNDY, PECKHAM & DEXTER Co., Milwaukee (wholesale grocers), on March 6 started a varying schedule of spot announcements promoting its canned goods, flour and coffee on WISN, WEMP, WTMJ, Milwaukee, and WHBL, Sheboygan, Wis. Contracts are for approximately 101 announcements to be run from March 6 through May 30 and from Oct. 2 through Dec. 5. Agency is Hoffman & York, Milwaukee.

EDNA LAUE, Chicago (cosmetics), on March 5 started a weekly quarter-hour program *Whispers of Hollywood*, conducted by Marian Whitney, on WEDC, Chicago. Contract is for 13 weeks. Sehl Adv. Agency, Chicago, handles the account.

SOCONY-VACUUM Corp., New York (Mobiloil), on March 17 started a 52-week schedule of 12-weekly quarter-hour news broadcasts on WBBM, Chicago. Agency is J. Stirling Getchell Inc., Chicago.

WALTER N. BOYSEN Co., Oakland, Cal. (paint and oil), on March 15 started a spring radio campaign in the San Francisco Bay area, using a series of spot announcements on KPO, KSFO, KFRC. Agency is Emil Reinhardt Adv. Agency, Oakland.

ANFO MFG. Co., Oakland, Cal. (Snail-Foil), recently started a 52-week campaign, using announcements twice weekly on KPO and once weekly on KSFO, San Francisco. Agency is Emil Reinhardt Adv. Agency, Oakland, Cal.

CALIFORNIA CHEMICAL SPRAY Corp., Richmond, Cal. (insecticides), on March 1 started a campaign using a series of spot announcements on KPO, San Francisco, and a weekly participation in Opal Scarborough's *Garden Club of the Air* on KECA, Los Angeles. Agency is Long Adv. Service, San Jose, Cal.

GRAVEM-INGLIS BAKING Co., Stockton, Cal. (Vitamin B Bread), recently started sponsorship of the transcribed *Superman* series thrice-weekly on KYOS, Merced; KWG, Stockton, and KTRB, Modesto, Cal. Agency is Sidney Garfinkel Adv. Agency, San Francisco.

Writer's Delight

HAYNES Corp., Los Angeles (printer), new to radio and placing direct, has started a weekly quarter-hour program, *Author's News Digest*, on KMPC, Beverly Hills, Cal. Contract is for 13 weeks, ending May 25. A service directed to new and ambitious writers, the program includes copyright and other pertinent information.

DODGE DIVISION of Chrysler Corp., Chicago, on March 10 started a thrice-weekly 10-minute musical program *The Old Refrains* on WBBM, Chicago. Programs feature Fran Allison, vocalist, and Freddie Witmer, pianist. Agency is Ruthrauff & Ryan, Chicago.

PETER HAND BREWERY Co., Chicago (Meister Brau Beer), on March 1 started a nine-week schedule of weekly five-minute transcribed programs on WBBM, Chicago. Agency is Mitchell-Faust Adv. Co., Chicago.

REID, MURDOCH & Co., Chicago (Monarch coffee), consistent users of radio, in a three-week series ending May 20, is sponsoring participation five times weekly in *Mildred Van's House Party* on KECA, Los Angeles. Firm also sponsors a twice-weekly half-hour *Man on the Street*, on KFAC, that city. In addition, 35 spot announcements are used weekly on that station and 45 per week on KIEV, Glendale, Cal. W. B. Ross & Associates, Los Angeles, has the Coast account.

SEABOARD FINANCE Co., Los Angeles, to advertise opening of offices in Seattle is sponsoring nightly quarter-hour newscasts on KJR, as well as 70 time signal announcements weekly on KRSC, and 21 spot announcements per week on KIRO. For a similar event, in Portland, the firm is using 126 time signal announcements weekly on KWJJ, and daily spots on KEX and KGW. As part of its California schedule, quarter-hour newscasts are being sponsored on three stations, KPO KGO KFI. Smith & Bull Adv., Los Angeles, has the account.

SCHABER CAFETERIA Co., Los Angeles, new to radio, is sponsoring an early morning Sunday newscast, *Bob Garred Reporting*, on KNX, Hollywood. Agency is W. Austin Campbell Co., Los Angeles.

BAUER & BLACK, Toronto (Velure hand lotion), on March 10 started a test campaign of 13 spot announcements on CHNS, Halifax; CHSJ, St. John, N. B.; CKCW, Moncton, N. B. Account was placed by Cockfield Brown & Co., Toronto.

STANDARD BEVERAGES, San Francisco (Par-T-Pak), recently started participation in *Housewives' Protective League*, conducted by Galen Drake on KSFO, San Francisco. Agency is Emil Reinhardt Adv. Agency, Oakland, Cal.

ARIZONA'S FIRST STATION
First on the dial
First with listeners
First in results for advertisers
CBS KOY PHOENIX 550 K C
JOHN BLAIR & COMPANY
93% of Arizona's retail sales are made in the KOY Coverage Area
AFFILIATE STATION WLS CHICAGO

JOHN BLAIR & COMPANY

announces the election of

GALE BLOCKI, Jr.

as Vice President

Mr. Blocki will continue to direct account-contact

in the Chicago office

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representatives
JOHN BLAIR & CO
NBC RED NETWORK

CHICAGO 520 N. Michigan Ave. SUPerior 8659
NEW YORK 341 Madison Ave. Murray Hill 9-6084
DETROIT New Center Bldg. Madison 7889
ST. LOUIS 349 Paul Brown Bldg. Chestnut 5688
LOS ANGELES Chamber of Comm. Bldg. Prospect 3584
SAN FRANCISCO 608 Russ Building Douglas 3188

WCCO
50,000 WATTS
MINNEAPOLIS-
ST. PAUL
CBS

LaSALLE WOOL Co., Chicago (Goatskin Rugs), is currently running a 13-week schedule of 12-weekly one-minute announcements on WIND, Gary, Ind. Agency is Robert Kahn & Assoc., Chicago. Kass Credit Clothiers, Chicago (men and women's clothing), thru D. Weiss Agency, same city, on March 3 started a 13-week schedule of six-weekly quarter-hour *Bob Atcher Shows* on WIND.

PACKARD MINICAM CAMERA, Chicago (cameras and carrying cases), on March 1 started a schedule of undetermined length of daily participating announcements on WDZ, Tuscola, Ill. Agency is Henry Handelsman Jr. Co., Chicago.

QUAKER OATS Co., Peterborough, Ont. (cereals), on March 10 started *Little Orphan Annie* quarter-hour transcriptions five times weekly on CBL, Toronto; CBO, Ottawa; CBM, Montreal; CBA, Sackville, N. B.; CKY, Winnipeg; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CFQC, Saskatoon, Sask.; CKCK, Regina, Sask.; CKWX, Vancouver, B. C. Account was placed by Lord & Thomas of Canada, Toronto.

BENJAMIN MOORE & Co., Toronto (paints), has started five-minute transcribed talks twice-weekly on six Canadian stations. Account was placed by E. W. Reynolds & Co., Toronto.

JOHN MORRELL & Co., Ottumwa, Ia. (E Z Cut Ham), on May 12 starts five-weekly one-minute participations in the *Martha Deane* program on WOR, New York. Agency is Henri, Hurst & McDonald, Chicago.

HOOK DRUGS Inc., Indiana (chain store), new to radio, is currently sponsoring six-weekly one-hour early morning programs on WIRE, Indianapolis. Contract is for 52 weeks.

RADIO REALTY Co., Hollywood (real estate), new to radio, has started sponsoring a weekly quarter-hour program, *Mr. & Mrs.* on KMPC, Beverly Hills, Cal. Approved by the Southern California Realty Board, contract is for 39 weeks, ending Nov. 16. The program features Mr. and Mrs. J. Charles Davis II, who weekly discuss a particular home for sale and methods for acquiring it. Agency is Schuyler Syndicate Service, Los Angeles.

SWIFT & Co., Chicago (Vigoro, vitamin plant food), during the week of March 3 started a five-week varying schedule of one-minute transcribed announcements on WMAQ, WCFL and WJJD, Chicago. Agency is J. Walter Thompson Co., Chicago.

PACIFIC GUANO Co., Los Angeles (fertilizer), seasonal users of radio, in a 13-week spring campaign ending May 10, is sponsoring a weekly quarter-hour commentary program, *Plantly Speaking*, on KFWB, Hollywood, John Vosburg, horticulturist, is commentator. Agency is W. Austin Campbell Co., Los Angeles.

Farm Population

(*Continued from page 20*)

riety of locations, ranging from isolated nonfarm homes in the open country to unincorporated areas suburban to a large city. Furthermore, as between one section of the country and another, this group is much less uniform in its general makeup than either the urban population or the rural-farm.

In some States the rural-nonfarm population consists mainly of the inhabitants of small manufacturing villages or of unincorporated suburban areas; in other States it may consist mainly of persons living in mining settlements; and in still other States, especially the agricultural States, it is made up largely of the inhabitants of small trade centers.

The rural-nonfarm population is sometimes referred to as the "village" population, though barely one-third of the 1940 total lived in the 13,000-odd rural incorporated places, and certainly not more than another third lived in unincorporated villages and unincorporated suburban areas.

The figures presented in the accompanying table for the total rural population are final figures based on the official count. The classification as farm or nonfarm is based on a preliminary tabulation of a 5% cross-section of the census returns, and is subject to slight change when the complete tabulations become available.

C. H. BAKER & Co., Los Angeles (chain shoe stores), in a 26-week campaign ending Sept. 20, is using five singing spot announcements weekly on KECA, that city. Firm also sponsors local participation in the Mutual Network program, *Personalities in the News*, featuring Dorothy Thompson as commentator, on KHJ, Los Angeles. Sidney Garfinkel Adv. Agency, Los Angeles, has the account.

REAL ESTATE FOUNDATION, Los Angeles (business properties), with offices in 11 western States, and new to radio, in a 13-week test campaign started March 9 is sponsoring a weekly quarter-hour economics talk, *Today's Business*, on KMPC, Beverly Hills, Cal. Agency is Glasser-Gailey & Co., Los Angeles. Fred Jones is account executive.

BAUKHAGE ELECTED BY RADIO NEWSMEN

H. R. BAUKHAGE, NBC Washington commentator and Western Newspaper Union columnist, was unanimously elected March 11 as

Mr. Baukhage

Mr. Warner

president of the Radio Correspondents Assn. for 1941-42. He succeeds Albert Warner of CBS.

Other officers chosen at the Association's annual meeting were Fred Morrison, Transradio Press, vice-president; Stephen McCormick, WOL-MBS, secretary, and Francis J. Tully Jr., Yankee Network, treasurer.

The new officers will be installed at the association's annual banquet this spring. The Radio Correspondents Assn. was organized two years ago to facilitate the gathering of Washington news by radio reporters.

SUMNER RHUBARB GROWERS ASSN., Seattle, recently started a radio campaign on three California stations, using participations in home economics programs several times weekly on KSFO KFRC KFBK. Copy is also being used in six newspapers. Agency is Brewer-Weeks Adv. Agency, San Francisco.

BANK OF AMERICA National Trust & Saving Assn., San Francisco (chain), recently added KFRC, San Francisco, and KHJ, Los Angeles, to the list of California stations carrying its announcement campaign [BROADCASTING, March 3]. Agency is Charles R. Stuart, San Francisco.

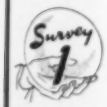
PUBLIC SERVICE Transportation Companies of N. J. started March 8 sponsorship of two Saturday morning programs on WOR, New York. Programs are *Did You Know*, quiz on little known facts of New Jersey, and *Time to Muse*, music and poetry.

HEDDA HOPPER, who conducts the California Fruit Growers Exchange program thrice-weekly on CBS, has been signed by the Roach Studios to make six one-reel film shorts a year titled as her broadcasts "Hedda Hopper's Hollywood". The shorts will feature news and highlights of Hollywood.

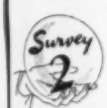
What? Quintuplets?

Al-haak, 'tis enough to make the Swami's head swim. He sees not one survey . . . but five! And, miracle of miracles, five surveys with but a single thought. Waka, such wonders come only with the grace of Allah.

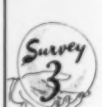
Dear reader, would you, too, know the amazing truths that the Swami unfolds? Then gaze deeply . . .



Transcription Firm Survey: 1,000 national advertisers and agency executives selected at random from McKittrick's. BROADCASTING received nearly as many votes as choices two, three, four, five and six combined.*



West Coast Station Survey: Agency men coast to coast asked which of 12 advertising trade publications are best bets for station promotion. BROADCASTING voted no. 1.*



Station Representative Survey: Agency executives were asked which of three leading advertising trade publications carrying this representative's ad was best read. BROADCASTING tops again.*

Midwest Station Survey: Top-flight agency radio executives were asked in which of seven advertising trade papers "our ads would be seen by you." BROADCASTING led the field.*

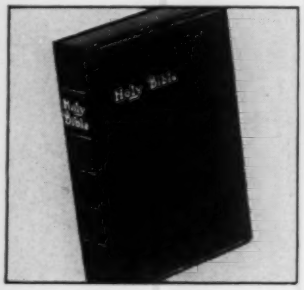
Eastern Stations Survey: 160 agency executives were asked which publications they would use if they were buying trade paper space for a station. Nine trade magazines listed. BROADCASTING way on top.*

** The Swami will show you more, too.*

BIBLE PREMIUM SETS NEW HIGH IN RETURNS FOR RADIO ADVERTISER

Pulls Box Tops by Thousands; Low 15c Cost Cited as Success Factor

No best seller—not even "Gone With the Wind"—ever approached the popularity of the Bible, which sells 12 million copies a year! More than one big radio advertiser has demonstrated that this popularity makes the Bible an ideal premium—univer-



sal in appeal, always in perfect taste, a frequently used, life-long reminder of your product.

Best bet has been this full-size, 768-page Bible, bound in semi-flexible embossed black Kraft, with gilt-stamped, extended covers—and a cost to you of only 15c. It will pull—no question about it. Send for a sample and judge for yourself.

Address Dept. B-17

THE WORLD PUBLISHING COMPANY
2231 W. 110th STREET • CLEVELAND, OHIO

March 17, 1941

Dear Advertiser:

It's the truth, you just can't satisfactorily service 300,000 radio families with **NBC** *shows, unless you use:*

WCBA—WSAN

Lehigh Valley Broadcasting Co.

ALLENTOWN, PA.
NBC RED AND BLUE
QUAKER NETWORK
PENNA. REGIONAL

NEW YORK OFFICE:
30 ROCKEFELLER PLAZA
CIRCLE 7-0228

Types of Insurance Handled by Stations Are Analyzed in Survey Made for NAB

COLLECTED in conjunction with its study of types of insurance held by radio stations, looking toward standardization of insurance policies and risks covered for broadcast stations specifically, Roger W. Clipp, general manager of WFIL, Philadelphia, and chairman of the NAB Insurance Committee, has released a summary of answers received to the insurance questionnaire mailed last Oct. 25 to NAB member-stations.

Pending receipt of comments on the preliminary summary, Chairman Clipp indicated that a meeting of the insurance committee has been tentatively set for March 24.

The October questionnaire covered questions on 52 different types of broadcast station insurance. The summary, based on 225 questionnaires returned, indicated percentages ranging from 94.2% of the reporting stations carrying workmen's compensation to 1.82% carrying check-room insurance.

The analysis showed that 88.3% of the 225 reporting stations carried fire and lightning insurance on all property; 6.3% carried insurance to cover loss of income from interruption due to mechanical failure; 44.2%, destruction of records, including musical and program recordings; 26.6%, burglary and theft; 59.4%, "all risks" on broadcasting towers; 18%, "all risks" use and occupancy on towers; 8.9%, libel and slander; 2.4%, copyright infringement; 19.4%, water damage; 14.8%, aviation, covering all liability and loss or damage to equipment during broadcast from planes; 56.1%, group, life, accident or health; 6.4%, house musicians' instruments.

With 71.7% of the stations indicating that they operated automobiles in connection with their business, 84.1% of them held fire and theft insurance, including comprehensive coverage; 66.3%, collision damage to own car; 92.8%, liability for bodily injuries; 92.2%, liability for damage to property of others; 77.2%, contingent liability to cover automobiles belonging to employes using their own cars for business purposes.

Rit Placing in West

RIT PRODUCTS Corp., Chicago (Tints & Dyes), on March 10 started a schedule of aproximately thrice-daily one-minute transcribed announcements on KDYL, Salt Lake City, and KLO, Ogden, Utah. Stations will be added through the balance of March and during April as time becomes available. Already on the schedule are WOAI and KTSA, San Antonio; KTRH and KPRC, Houston; WFAA and KRLD, Dallas; WBAP, Fort Worth. Contracts are for 13 weeks. Agency is Earl Ludgin Inc., Chicago.

NEWS commentaries by John B. Kennedy, heard 9:30-9:35 p.m. across the board on NBC-Blue, will be heard on Thursdays and Saturdays only after March 22. Sponsors using the period ending at 10 p.m. will pick up the five-minute periods.

Horses Choices

RODEO HORSES prefer BMI music to ASCAP tunes, according to Ed Lally, program director of WBAP-KGKO, Fort Worth, and musical director of the 45th Southwestern Exposition and Fat Stock Show held March 7-16 in Fort Worth. The stations are carrying daily a 2½-hour rodeo show, with trick and fancy riding done to the accompaniment of more than 75 BMI and affiliated tunes. Favorites of the steeds to all appearances were Tschaikowsky's "Dance of the Flowers", "Perfidia", "Jeannie With the Light Brown Hair" and a swing version of "Little Brown Jug".

La Palina Spots

CONGRESS CIGAR Co., Newark, will again sponsor in the interest of La Palina cigars the baseball broadcasts of away-from-home games of both the Chicago Cubs and White Sox on WIND, Gary. Company is also sponsoring a 10-minute news program thrice-weekly on WCPO, Cincinnati; Paul Williams' quarter-hour *Sports Parade* thrice-weekly on WWJ, Detroit; a quarter-hour Polish program thrice-weekly on WMBC, Detroit, and daily announcements on a Polish participating program on WBNY, Buffalo. Marschalk & Pratt, New York is agency.

Dane Joins WMCA

MAXWELL DANE, former promotion manager of *Look* magazine, New York, on March 13 joined WMCA, New York, as sales promotion manager. Mr. Dane was previously retail promotion manager of the *New York Evening Journal*, advertising manager of Stern's Department Store, New York, and account executive with Dorland International, New York.

IN CONNECTION with the "Guestitorial" on "Radio and the Printing Trades" published in the March 10 BROADCASTING, the author, John D. Ewing, publisher of the *Shreveport Times* and operator of KWTH-KTBS, was referred to as the president of the Southern Newspapers Assn. Mr. Ewing is past president of that association, having served in 1939-40. BROADCASTING regrets the error.

THEY PUT A SPOT before the eyes of Keith Higgins, NBC-Blue sales manager, when he paid a visit to WJHP, Jacksonville, Fla. Furthermore, they made him read it on the air, an assignment he relished.

More Curtiss Spots

CURTISS CANDY Co., Chicago, now in the midst of a test campaign of transcribed announcements on four stations [BROADCASTING, Feb. 10, March 10], on March 8 added KTHS, Hot Springs and KARK, Little Rock, to its schedule. On March 24 WTMJ, Milwaukee will be included. New contracts, which will run for 13 weeks, with strong possibility for 26 weeks, are for 28 to 56 transcribed announcements weekly. Products advertised are Carlton Gum, Baby Ruth and Butterfinger candy bars. Agency is C. L. Miller, Chicago.

Lewis-Howe Cancels

LEWIS-HOWE Co., St. Louis, has cancelled *Fame & Fortune* featuring Tommy Dorsey's orchestra and heard Thursdays on NBC-Blue at 8:30-9 p.m. for Nature's Remedy. Present contract expires with the broadcast of April 10. No reason for the action was given by Stack-Goble Adv. Agency, Chicago, which handles the account.

Clothier's Spots

FOREMAN & CLARK, Los Angeles (chain clothier), through Milton Weinberg Adv. Co., that city on March 3 started sponsoring daily half-hour participation in the *Musical Clock* on WHB, Kansas City. Contract is for 13 weeks. Firm also is sponsoring a daily quarter-hour newscast on three Pacific Coast stations, KFI KSFO KJ

5000 WATTS DIRECTIONAL

WBNX
NEW YORK

TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET—
Metropolitan New York

Industry Prepares For Video Hearing

Chairman Fly Impressed by Exhibits Seen During Tour

FOLLOWING a "most constructive" two-day inspection of new visual broadcast developments in Philadelphia and New York March 6-7, the FCC has set the stage for the March 20 hearing on proposed rules and regulations and technical standards for commercial television.

Although only one appearance for the proceeding had been filed as BROADCASTING went to press the day before the March 15 deadline —that of John W. VanAllen, counsel for National Television System Committee—it was expected the hearing would be attended by representatives of all television manufacturers and broadcasters.

Fly Impressed

The March 20 hearing presages the first move of the FCC to authorize full-commercial operation of television. Agenda of the proceeding is built around the FCC's proposed rules and regulations and standards of good engineering practice for both commercial and experimental statoins, announced Feb. 27 [BROADCASTING, March 3]. The move toward authorization of full-commercial operation of visual broadcast service comes just a year after the FCC's rescission of "limited commercial" authorization, March 23, 1940.

Commenting on the television situation at his press conference last Monday, FCC Chairman James Lawrence Fly declared that the most recent demonstrations witnessed by FCC representatives on their latest "television tour" were quite impressive. Demonstrations included the Hazletine-Philco synchronization pulse, DuMont developments on the tube color and flicker problem, and Bell Laboratories' experiments on line structures ranging from 270 to 800 plus lines.

Although he indicated there appeared to be a definite trend toward agreement in the industry on the engineering problems of television, which may mean a relatively brief hearing, Chairman Fly cautioned that, based on the FCC's previous experience, it is impossible to know how this seeming agreement will register at the hearing.

More Magazine Spots

READER'S DIGEST Assn., Chappaqua, N. Y., after extensive announcement tests in January and February, is placing one-minute disc announcements on 25 stations in 16 cities. The announcements will start March 26, continuing for about two weeks, and will promote the April *Reader's Digest*. Eight to 14 announcements will be used on each station. The schedule has not yet been completed. Agency is BBDO, New York.

REP FIRM FOR CAMPUS OUTLETS

Rate Cards Set Up by Louis M. Block Jr. as College One Lungers Increase

TO SOLICIT national advertising for one-watt collegiate stations heard only on the campus, the Intercollegiate Broadcasting Station Representatives, with offices at 507 Fifth Ave., New York, has been organized. Manager is Louis M. Block Jr., graduate of Brown U, where "one-lung" student-operated broadcasting stations were pioneered in 1936.

Stations at Cornell, Princeton, Brown, Williams, Wesleyan, and Rhode Island State are accepting commercial contracts through the intercollegiate representatives, and business is now being booked for next fall, Mr. Block said.

Success Stories

Although advertising is comparatively new with most of the stations, some have already reported commercial "success" stories. At Princeton, a local jeweler who used two half-hour programs for a sale promotion sold 45 pieces of jewelry to the students as result of this advertising.

At Wesleyan, a local record dealer provided the station with swing and classical recordings and bought time to promote the sale of records. The store's student record sales soared, according to the undergraduates who operate the station. National advertisers are also using college stations, it was said. The station at Williams is carrying commercials for Barbasol, Esso, and Sanford Ink. Brown U broadcasts the *Esso News Reporter* daily.

The intercollegiate representatives have issued a rate card which establishes rates for individual college stations according to student enrollment. Half-hour rate for a college in Group A (5,000 students or more) is $30; in Group B (2,500-5,000 students), $24; in Group C (1,000-2,500), $18; in Group D (under 1,000), $12, with rates scaled down proportionately for shorter periods. Frequency discounts range from 5% for 15 times to 15% for 75 times.

Rates are not classified by daytime or evening since the stations are on the air only at peak listening hours when most of the students are in the dorms or fraternity houses, it was said. In most colleges broadcast time is in the late afternoon from 5 to 6, and in the evening after dinner from about 7 to midnight.

There are now about 30 colleges throughout the country that have intra-campus stations which transmit programs, in most cases over wires of the college lighting systems, according to George Abraham, graduate student at Harvard, who is president of the group.

Latest addition to the IBS is station CURC, Columbia U, which is operated by members of the college Radio Club.

Religious Series

HEBREW EVANGELIZATION Society, Los Angeles (religious), is sponsoring a weekly quarter-hour transcribed program, *Hebrew-Christian Hour*, on 17 stations and will add others to its list. Transcribed series is being cut by International Artists Recording Studios Inc., Hollywood, and features Dr. A. U. Michelson as commentator. Stations are KFOX KSO KFBI KMO KOL KWJJ KYA KVOS KOIL KFKA WCBD WLOL WLAV WHB WINS WGAR WCAE. Tom Westwood Adv. Agency, Los Angeles, has the account.

Magazine Tests

POPULAR SCIENCE Publishing Co., New York (*Popular Science Monthly*) has been testing one-minute transcribed announcements from 10 to 28 times at publication date on KGO and KSFO, San Francisco; WFIL and WCAU, Philadelphia; WHK and WGAR, Cleveland. Publication has been testing announcements for the past six months in various markets with the possibility of mapping a national campaign. Joseph Katz Co., New York, is agency.

KUJ Dedicates 1 Kw.

SPECIAL dedicatory ceremonies, including State and civic officials as speakers, were to mark the inauguration of the new 1,000-watt plant of KUJ, Walla Walla, Wash., March 16. The new transmitter plant, located three miles west of the city, has a 1-K RC Atransmitter and 200-foot Wincharger tower.

ASCAP Found Guilty

(*Continued from page 13*)

somebody as saying that there has been an agreement as to what fines are to be assessed. I take it that the Department of Justice has not presumed that this court would fine defendants on the Department's recommendations."

"No, your honor", Mr. Waters replied. "There merely was some talk in conferences as to what recommendation would be made if it were asked."

Judge Duffy then assessed the $750 fine against each of the 19 member corporations, as compared to the $5,000 fine against ASCAP.

The newspaper story referred to by Judge Duffy was published after the civil decree had been entered in New York last month. These stated, in effect, that it had been agreed ASCAP would be fined $5,000 and each of the defendant corporation members $1,000, or a total of $24,000. The report of an agreement to the effect was seen as substantiated by the fact that the ASCAP defendants had brought $24,000 in cash with them to meet the fines. When this was found insufficient, checks were made out for the balance.

W. ATLEE BURPEE Co., Philadelphia (seeds), has completed its seasonal radio schedule, which included announcements on WBZ, Boston, and participating programs on WGY, Schenectady; KDKA, Pittsburgh; WTIC, Hartford. The agency is Flagler Adv., Buffalo.

WHB
Kansas City's Favorite Station
★
"Represented by Rambeau"
WM. G. RAMBEAU COMPANY
CHICAGO 360 No. Michigan Andover 5566
NEW YORK Chanin Building Caledonia 5-4940
KANSAS CITY

(U.P.)
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
National Representatives
THE FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS

CLARK
For
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

NOW THEY LOOK LIKE THIS

(See page 14)

PHOTOGRAPHS ON PAGE 14 in same order (l to r) show: (1) Lieut. Ewell Kirk Jett, chief engineer of the FCC, who entered the Navy in 1911 as an electrician, was warrant radio officer, 1917-19, serving as radio officer of the *USS Seattle* in 1917 when this picture was taken, rose to ensign, and retired as a lieutenant in 1929; (2) William E. (Bill) Drips, NBC director of agriculture, who during 1918 was a quartermaster in the Naval Reserve; (3) Stanley W. Barnett, manager of WOOD-WASH, Grand Rapids, a first class radio electrician, 1917-19, whose photograph was taken in 1918 aboard the armed transport *SS Mahaska.*

NBC's Color Television

NBC HAS CONFIRMED a report that it recently broadcast a television program in color, using live talent for the program, but the network's television executives refused to disclose any details of the experimental telecast. CBS last year broadcast a film program in full color and has more recently demonstrated color pickups of live talent with the pictures fed from the cameras to the receivers by cable, as the CBS video transmitter is out of service while being re-equipped for broadcasting on its new channel.

WCOV Labor Order

NATIONAL LABOR Relations Board on March 11 announced a decision requiring Capital Broadcasting Co., operating WCOV, Montgomery, Ala., upon request to bargain collectively with Local 443 of International Brotherhood of Electrical Workers (AFL) as the sole bargaining agency for its radio engineers. The decision also required that the station offer reinstatement with back pay of three engineers and a woman clerical employe who, it was alleged, were unfairly discharged by C. W. Covington, president of the company, between Dec. 4, 1939, and Jan. 7, 1940, because of their union activities. The station also was ordered to cease interfering with collective bargaining rights of its employes in discouraging union membership.

Kolster Joins Finch

DR. FREDERICK A. KOLSTER, noted pioneer in the field of radio science, has joined Finch Telecommunications Inc., Passaic, N. J., as chief radio consultant, according to announcement March 12 by W. G. H. Finch, president. Dr. Kolster was wartime radio chief of the U. S. Bureau of Standards and invented the radio direction finder, among other devices. He has been making his home in Palo Alto, Cal.

Studio Link Regulations For FM Are Announced

RULES permitting FM programs to be relayed from main studio sites to transmitters by means of low-power transmitters employing highly directive antenna were adopted March 13 by the FCC.

The term "STL" will be used to designate the new studio-transmitter link which was provided at the request of several FM broadcasters. Under the rules as adopted this class will be limited to high-frequency stations and only one STL, in a fixed location, will be licensed to a single FM broadcaster. FM must be employed and experimentation tending to develop this type of relay service is required. For STL experimental use 23 frequencies above 330,000 kc. have been allocated.

FM STATION GRANT IN WINSTON-SALEM

CONSTRUCTION permit for a Class "C" FM station to serve portions of seven Southern States was granted March 12 to Gordon Gray, president of WSJS, Winston-Salem, N. C., by the FCC. Simultaneously the Commission authorized developmental FM facilities to the Midland Broadcasting Co., licensee of KMBC, Kansas City.

The Winston-Salem authorization was for 44.1 mc. to cover 69,400 square miles embracing a 4,346,000 population. Service to approximately half of North and South Carolina and smaller portions of Virginia, West Virginia, Kentucky, Georgia and Tennessee will be possible by selection of an antenna site atop Clingman's Peak, 19 miles northeast of Asheville and one of the highest points east of the Rockies. A 200-foot tower will give the antenna an overall height of 6,875 feet above sea level.

The grant was the 43d commercial authorization. The developmental FM station of KMBC will operate on 46.5 mc. with 1,500 watts. W71NY, FM station of WOR, New York was also granted a modification of construction permit specifying new equipment and studio location.

Applications during the last week received by the FCC were from United Broadcasting Co., Cleveland (WHK-WCLE), seeking an FM outlet on 48.5 mc. to serve 8,420 square miles and a population of 1,314,595; the Yankee Network, New York, requesting to change transmitter site in their original application; and from K45LA, FM adjunct of KHJ, Los Angeles, seeking equipment and studio site changes.

Minit-Rub on 20

BRISTOL-MYERS Co., New York, is using one-minute spot announcements six times weekly for Minit-Rub on 20 stations. Young & Rubicam, New York, is agency.

REL
FM's PIONEER MANUFACTURER

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reliable signal?

We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment.

Do you want to go ahead with F.M.—Then buy REL and go to it.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

In the CONTROL ROOM

FRANK H. LEHNERT, engineer of WBBM-CBS, Chicago, left March 10 for Camp Forrest, Tenn., where he will be in service for one year as a lieutenant in the 122d Field Artillery, Illinois National Guard. Engineers of WBBM-CBS presented Lehnert with a wrist watch calibrated for an artillery officer at a farewell party held March 8 at the Maryland Hotel, Chicago.

R. J. ROCKWELL, chief engineer of the Crosley stations in Cincinnati, on March 4 was granted Patent No. 2,233,961 by the U. S. Patent Office, covering an amplifying system and process. He has assigned his rights to the Crosley Corp.

BURTON C. BOATRIGHT, chief engineer of KAND, Corsicana, Tex., has been transferred to KRIS, Corpus Christi, in the same capacity.

TOM HALL has been named to the technical staff of KRSC, Seattle, Wash., succeeding Leo Moen, now with IBEW.

ED DYJACK, of Woonsocket, R. I., has replaced Jack Adams in the engineering department of WNLC, New London, Conn.

CECIL BARTON, formerly of WTJS, Jackson, Tenn., has been named to the engineering staff of WDEF, Chattanooga.

LAWRENCE WALKER has been named to the engineering staff of WPID, Petersburg, Va., replacing Roy Bechtol, resigned.

CHARLES LEIMBACH, engineer of KYW, Philadelphia, is seriously ill at Jewish Hospital.

TOM RAZOVICH has joined the technical staff of KFRC, San Francisco.

JIM LYMAN, NBC Hollywood recording chief clerk, is the father of a boy born recently.

WPTF Repairs Damage

DAMAGE to building and equipment of WPTF, Raleigh, N. C., resulting from the fire which broke out March 7 while engineers were conducting equipment tests on the 50 kw. Westinghouse transmitter, [BROADCASTING, March 10], will not exceed $50,000 according to officials of the station. It is estimated eight to ten weeks will be required to return building and apparatus to its condition prior to the fire.

LOCAL telephone company in Columbia, Mo., is permitting KFRU to rubber stamp 7,000 billing envelopes to subscribers calling attention to the new frequency of the station effective March 29.

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

FIRST OFFICE romance at WJSV, Washington, was to culminate March 17 in the marriage of Engineer Ralph Shultz and Helen Harper, secretary to General Manager A. D. Willard Jr. They planned a honeymoon trip to Fort Collins, Col., home town of the bridegroom. Miss Harper has resigned to take up housekeeping. Shultz was transferred last year from CBS Chicago to Washington.

Delaware Court Decides Radio Is Necessary to Modern Way of Living

JUDGE HENRY ISAACS, in Municipal Court in Wilmington, Del., on March 7 held that the dispensing of news by either a newspaper or a radio station is a necessity of the modern day world and not in violation of the State's 200-year-old Sunday Blue Laws. The ruling was the result of a hearing at which violation of the Sunday blue laws was charged against J. Gorman Walsh, general manager of WDEL and WILM, and Harvey Smith, announcer.

Walsh and Smith were arrested the previous Sunday for broadcasting on the Sabbath as part of a campaign of the State Attorney General to force Delaware's Legislature to repeal the antiquated Blue Laws. The same evening the Legislature passed a new act setting up new regulations for the observance of the Sabbath, providing for local option.

In handing down his ruling, Judge Isaacs pointed out that at least 75% of the residents of Wilmington have radio receiving sets, which in this day have become a vital part of their every-day lives.

Prosecutor William Poole argued that when Walsh and Smith were arrested, the stations were operating intrastate and the religious sermons being broadcast at the time were disseminated within State boundaries. However, Albert Young, counsel for the station, maintained that both WDEL and WILM operate under a Federal license and any effort to control radio broadcasting by a local statute would be construed as an interference with interstate commerce.

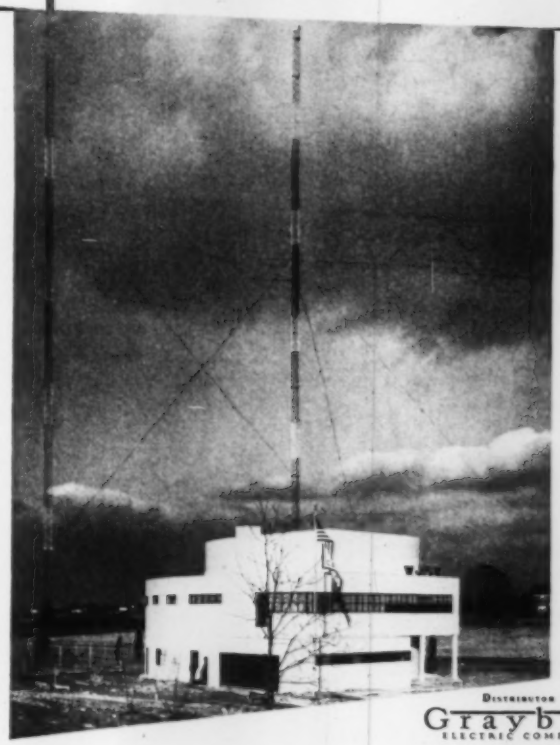
CROSLEY Corp., which operates WLW and WSAI as well as its big radio manufacturing plant in Cincinnati, has reported a net loss of $1,589,288 on 1940 operations of the parent company and all subsidiaries, compared with a 1939 net profit of $84,949.

HEADLINER

The best act, the best song, the best station become headliners. People see and hear them in preference to others. Headline stations from coast to coast use Blaw-Knox Vertical Radiators because they give better broadcasting results. And these better results are inherent in the structural and electrical advantages of Blaw-Knox Vertical Radiators . . . the natural benefits of an experience that covers virtually the entire history of radio. Whatever your antenna problem, we'll gladly discuss it with you.

BLAW-KNOX
VERTICAL
RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities



DISTRIBUTOR
GraybaR
ELECTRIC COMPANY

FCC SUPPLY BILL PASSED BY SENATE

ACCEPTING without amendment the provision of $4,259,729 for expanded FCC operations during fiscal year 1942, the Senate March 10 passed the Independent Offices Appropriation Bill. The appropriation measure, approved by the House Jan. 31, is expected to secure final approval in a few days after Senate and House conferees have adjusted differences.

The bill provides a record appropriation for FCC activities, stepped up substantially through national defense operations. Included in the $4,259,729 appropriation is $2,315,229 for salaries and expenses, $24,500 for printing and binding, and $1,920,000 for national defense activities [BROADCASTING, Jan. 13, Feb. 3]. Apart from a $500 decrease in the printing and binding item, all other FCC operations will get increased funds. The salaries and expenses item represents an increase of $138,889, indicating that emphasis will be on increased action during 1942.

Gammons Reelected

EARL H. GAMMONS, general manager of WCCO, Minneapolis, was unanimously reelected a director of the NAB for the 11th district, comprising Minnesota, North Dakota and South Dakota, at a meeting in Minneapolis last Friday. The meeting also unanimously resolved in favor of continuance of Broadcast Music Inc.

PROUD PAPA of an 8-pound girl born recently, Herb Howard, production manager of WNAX, Yankton, S. D., found these remembrances from the staff when he returned to his desk. Strung along the clothesline at right are cardboard cutouts of various infant garments bearing the opposite legend, "Welcome Back Daddy Howard".

Wave of Crackdowns Foreseen

(*Continued from page 9*)

limit the FCC authority in connection with network operations, it is logically assumed that Congress would take cognizance of the Supreme Court mandate in the Sanders free-competition case, decided last year, in which it ruled that the FCC has no jurisdiction over business aspects of broadcasting. The precise language used by the court, might conceivably be included in any revision of the statute. The court, in the opinion handed down March 29, 1940, held "the commission is given no supervisory control of the programs, of business management or of policy."

Anti-Leak Crusade

The FCC began its formal consideration of the Network Monopoly Report March 10 and held another session March 13. It did not get very far, however. That a tense situation has developed, was evidenced in a new crusade against "leaks", following publication of news stories [BROADCASTING, March 3, 10] speculating on the content of the ponderous document.

As now written, the report would ban exclusive network affiliation contracts, option time arrangements and restrict network operation of stations as well as impose other restraints on business aspects of the industry through individual station licensees rather than on the networks themselves. The FCC majority is taking the position that the Communications Act confers upon it this jurisdiction, in the face of contrary views of practically all industry elements except MBS.

It is quite apparent there will be a minority report, particularly if the FCC majority votes to kill exclusive contracts and option time. Commissioners Craven and Case have taken a rather positive stand against the indicated majority view supporting drastic regulation of the contractual relationships of affiliates with the networks.

The Commission is sandwiching in consideration of the monopoly report between meetings and other activities. Several weeks are expected to elapse before the final majority document is approved. Should there be sufficient concessions on the more important phases a unanimous report is possible, but this is deemed unlikely at this writing.

With hearings on proposed new commercial television rules scheduled for March 20 and destined to run several days, it is expected the FCC will not have an opportunity to "edit" the monopoly report for some time. It will meet on it again March 17. Regular Commission meetings will be held the following two days, blocking out that time also.

Franchise Taxes

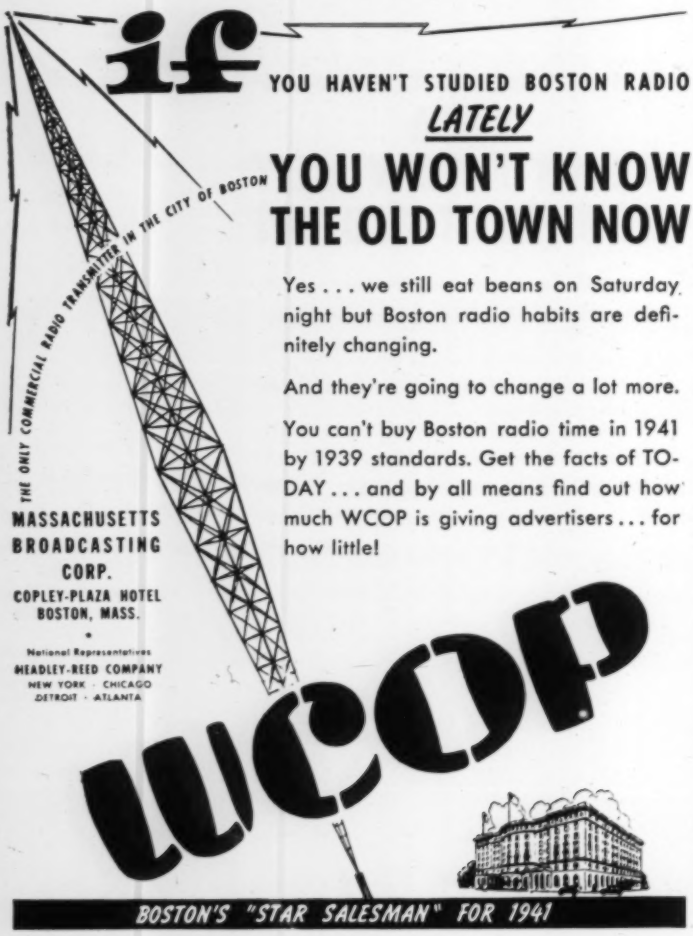
Totally aside from the network affiliate contractual considerations the monopoly report draft suggests franchise taxes on broadcast stations—a perennial since the early days of radio regulation. The topic was revived during consideration of the FCC appropriation for the 1942 fiscal year before the House Appropriations Subcommittee.

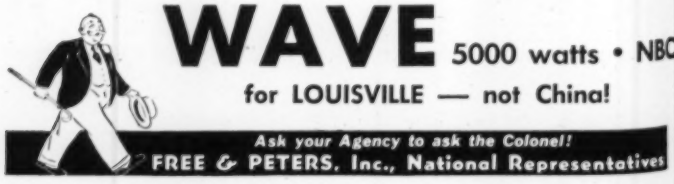
Studies have been made, it is understood, on possible assessment of a tax of 1% on the gross income of stations; a sliding scale of 3 to 5% on net incomes of stations, to apply to local, regional and clear-channel stations respectively, and the much-discussed wattage tax formula repeatedly espoused by one or two Commission members and always rejected as discriminatory and illogical.

With the broadcasting industry averaging earnings of 10% for all classifications, and with the Government seeking means of tapping new sources of revenue to defray national defense costs, the more ardent anti-commercial broadcasting forces have been advocating such a special franchise tax. But they have never been able to answer effectively the argument against discriminatory taxation not horizontally applicable to all licensees of the Government.

The revised pending report is a vastly different document from that proposed by the Network Monopoly Committee and released last June 12. The law department has drafted it in conformity with an outline approved by the FCC. Among other things, it would supplant existing long-term affiliation contracts usually running five years, with a one-year limitation, corresponding to the life of the station's license. Option time requirements, under it would be knocked out entirely as a means of providing "free competition" among the networks.

In the two sessions thus far held on the report, only about one-fifth of the 140-page draft has been reviewed. Another installment


if
YOU HAVEN'T STUDIED BOSTON RADIO
LATELY
YOU WON'T KNOW
THE OLD TOWN NOW
THE ONLY COMMERCIAL RADIO TRANSMITTER IN THE CITY OF BOSTON
Yes . . . we still eat beans on Saturday night but Boston radio habits are definitely changing.
And they're going to change a lot more.
You can't buy Boston radio time in 1941 by 1939 standards. Get the facts of TODAY . . . and by all means find out how much WCOP is giving advertisers . . . for how little!
MASSACHUSETTS BROADCASTING CORP.
COPLEY-PLAZA HOTEL
BOSTON, MASS.
National Representatives
HEADLEY-REED COMPANY
NEW YORK · CHICAGO
DETROIT · ATLANTA
WCOP
BOSTON'S "STAR SALESMAN" FOR 1941


WAVE 5000 watts • NBC
for LOUISVILLE — not China!
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

however, is yet to be submitted by the Law Department, dealing with legislation. None of the important controversial matters has been considered, but the discussion nevertheless has been spirited.

The White House?

Though remote, there is the possibility of a restraining hand from the White House. The President is intensely interested in broadcasting. In these times, it is presumed, he would be inclined to urge caution. NBC, CBS and Independent Radio Network Affiliates during the long-drawn-out proceedings repeatedly contended that a report of the nature espoused by the majority would spell the doom of commercial radio as it exists today.

It is regarded as obvious that such an eventuality would not go unnoticed insofar as the White House is concerned, and that before any conclusive action is taken, the proposed report will be scrutinized in the President's behalf.

While the Anti-Trust Division has been gathering data for its grand jury proceedings against AFM President Petrillo, no announcement has been forthcoming from Mr. Arnold's office. Victor O. Waters, who handled the ASCAP-BMI proceedings, resulting in consent decrees, has been assigned to this case, as well as a study of the network monopoly proceedings, to explore possible anti-trust violations. He is still handling loose ends on the ASCAP matter and is not expected to begin formal proceedings against Petrillo until next week.

The Department of Justice in its Feb. 28 announcement mentioned the broadcasting industry along with Petrillo as under scrutiny in connection with dealings with solo artists. Thus far, it is understood, no procedure has been agreed upon but there is sufficient talk to indicate that while the direct attack will be upon Petrillo's mailed-fist rule of the musicians' realm, the networks and other radio participations will not be overlooked insofar as concert artists are concerned.

No definite date yet has been set for the convening of a grand jury. The precise locale also is in doubt. Some large city, in which the major artists regularly perform, such as Philadelphia, Los Angeles, or Detroit, may be selected for the grand jury inquiry.

Clear Channels

Now that the FCC has its full membership, it may essay to act on several other "burning issues" which have long confronted it, such as redefinition of clear channels, and newspaper and multiple ownership of stations. These are not destined to come, however, until both the monopoly report and the commercial television issues have been disposed of. Several FCC members, notably Commissioners Walker, Thompson and Payne, are believed to be chafing to get at the clear-channel breakdown, as well as the newspaper and multiple ownership issues.

Chairman Fly has ordered what has been described as a "cow country" survey to ascertain, without regard to economic considerations, how high-powered stations might best be located to saturate rural and remote areas. This study now is being made by the Engineering Department, it is understood.

If new legislation directed toward a reorganization of the Commission makes any headway, the FCC majority might consider reinstatement of the division form of operation. Three years ago the original division setup, under which two commissioners each were designated for broadcasting, telephone and telegraph, with the chairman serving ex-officio on each division, was abolished.

Now all seven members sit on all matters, but broadcasting consumes an estimated 90% of the Commission's time. Such a development would not surprise observers.

MEMORIAL TO MARCONI
Capital Shaft to Pay Respect To Radio Inventor

A MEMORIAL to Guglielmo Marconi, will be built in Washington and unveiled sometime in May, according to the Office of National Capital Parks headed by Secretary Ickes.

Funds for the memorial were gathered under the auspices of the Marconi Memorial Foundation Inc., which is associated with the Veterans' Wireless Operators Assn. Head of the Foundation is Generose Pope, whose paper, *Il Progresso*, began campaigning for funds immediately after the inventor's death in 1937. About $35,000 was raised.

The memorial will consist of a granite base of two pedestals, one larger than the other. Atop the smaller, which is 7 feet high will rest a bronze bust of the inventor 3 feet and 8 inches in height. Surmounting the larger pedestal will be the bronze figure of woman, which will be 9 feet higher than the top of the base on which it rests.

Sculptor of the new memorial is Attilio Piccarilli.

BARBASOL Co., New York (shaving cream) on April 6 will start Gabriel Heatter's MBS news broadcasts Sundays, 8:45-9 p.m. on 10 stations [BROADCASTING, March 10]. Agency is Erwin, Wasey & Co., New York.

WHO

at Des Moines is "Heard Regularly" all over IOWA with

50,000 WATTS

from the center of the State

•

J. O. MALAND, *Manager*
FREE & PETERS, Inc.
National Representatives

Tetley Tea Series

JOSEPH TETLEY & Co., New York (Tetley's Tea) has started *Mystery Chef*, a quarter-hour transcribed domestic science series on WEAF, New York; KYW, Philadelphia, and KDKA, Pittsburgh. Program will be heard thrice-weekly on each station. Maxon Inc., New York, is agency.

Gets Interest in WJBC

THE PARTNERSHIP of Mr. and Mrs. Arthur Malcolm McGregor, owners of WJBC, Bloomington, Ill., has agreed to turn over one-third interest in the station as a "gift" to Hugh L. Gately, WJBC sales manager for the last seven years. Authority to transfer the interest in the station, a 250-watt outlet on 1200 kc., is being sought from the FCC.

Ridge Journal

MAJ. EDNEY RIDGE, operator of WBIG, Greensboro, N. C., is to be associated as vice-president of the new Southern Publishers, which on April 4 will begin publication of *The Democrat*, a North Carolina weekly. With Maj. Ridge in the new enterprise is Enoch Price, well-known Carolinian newspaperman, who will be president and Harry Stanly, of Greensboro, who will serve as secretary-treasurer of the new weekly. Special attention to radio news will be given in *The Democrat*, an unusual policy for a North Carolina newspaper.

AEROGRAM Corp., Hollywood transcription unit, has discontinued operation.

{BEHIND THE SCENES IN RADIO ADVERTISING}

"You're a Magician, Joe!"

How'd you ever persuade old Trumbull to go on the air?"

"I didn't, pal...*'Betty and Bob'* did."

"But, Trumbull used to tell *me* that until he could afford a 'big time' show he'd—"

"And who, my friend, told you that a 'big time' show had to cost plenty? Why, the old man's eyes popped when I told him how little 'Betty and Bob' cost. Now, Trumbull calls *me* the smartest advertising man in town! His sales are kiting like a barrage balloon."

"Lucky dog! All *you* had to do was arrange the audition."

"Right, pal. And that's all *you*—or any other advertising man—has to do. Let NBC Radio-Recording supply the show that sells your client. *You* take the credit—and the extra billing. It's as simple as that!"

"Betty and Bob," a network favorite for years and now a five-a-week 15-minute recorded show, is getting results for important regional and local advertisers in 24 cities. Many leading markets are still available. Write today for presentation and rates for cities on your schedule before some other alert advertiser beats you to them..."Betty and Bob" and other NBC syndicated programs are "tops," sure-fire sales-producers and priced well within your budget.

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

KFDM
....SOCKS;
Smack into the Middle
of TEXAS'
BOOMING GULF COAST
INDUSTRIAL AREA
FULL TIME 560 KC
NBC BLUE 1000 WATTS
KFDM BEAUMONT
Represented by
HOWARD H. WILSON, COMPANY

FM
with
Simplified
CIRCUIT DESIGN
GENERAL ELECTRIC

When you see the
Above Coat of Arms
You Think of Nova Scotia
—
When You Think of
Nova Scotia
You Must Think of
CHNS
The Key Station of the
Maritimes at Halifax
Rep: WEED & CO.

WOL
WASHINGTON'S 1st
24-HOUR STATION!
Affiliated with Mutual Broadcasting System
1000 WATTS
National Representatives
INTERNATIONAL
RADIO SALES
WASH., D. C.

Agencies

DOROTHY FREEMAN, formerly production manager of Milton Weinberg Adv. Co., Los Angeles, has joined Sidney Garfinkel Adv. Agency, that city. She succeeds Leo Coutt, who has joined the Army. Beth Sagenstrom has been added to the agency as copywriter. She was formerly fashion coordinator of Korrick's, Phoenix department store.

JACK LOUIS, Chicago vice-president of Needham, Louis & Brorby, was in Hollywood during early March for conferences with Cecil Underwood, agency West Coast manager.

GORDON HUGHES, Hollywood producer of H. W. Kastor & Sons on the NBC *Dear John* series, sponsored by Welch Grape Juice Co., is the father of a boy born March 7.

LESTER FRIEDMAN, who operated his own advertising agency in San Francisco and previous to that was assistant advertising manager of Paraffine Companies Inc., has joined the copy department of Brisacher, Davis & Staff, San Francisco.

JANE NESTOR has been appointed Hollywood office manager of McKee & Albright. Dick Mack is producing the NBC *Rudy Vallee Show* sponsored by National Dairy Products Corp.

LONA WOOLLSEY, assistant to Arch Oboler, Hollywood writer-producer, has joined William Esty & Co., that city, as production aide to William Moore, West Coast manager.

HOWARD H. YAW has been named vice-president in charge of merchandising for McKee & Albright, Philadelphia.

E. C. DIECKERHOFF, formerly with Vick Chemical Co., has joined the Philadelphia staff of Ward Wheelock Co.

Leahy Joins Udall

W. VINCENT LEAHY, formerly advertising manager of Sussman, Wormser & Co., extensive user of radio time, has joined Fletcher Udall & Associates, San Francisco. Edward E. Uhlrich has been appointed radio director of the agency and Willard Anderson advanced to the post of art director and production manager. Grace Enoch was appointed head of the research department. The Udall agency recently moved into new quarters at 111 Sutter St., San Francisco.

J-W-T Merger

CORPORATE existence of the J. Walter Thompson Adv. Corp., New York, which handles financial accounts exclusively, has been dissolved by a merger with the parent company, the J. Walter Thompson Co., New York. The legal dissolution was a mere formality, it was explained, since both agencies had been operating as one organization for quite some time. No change in personnel is anticipated, according to agency officials.

Wilbur B. Ruthrauff

WILBUR BARLOW RUTHRAUFF, vice-president of Ruthrauff & Ryan, died March 13 at his winter home in Camden, S. C., following a brief illness. He was 54. A native of Toledo, Mr. Ruthrauff prepared for college in New York and attended the Sheffield Scientific School of Yale. In 1912, with Frederick B. Ryan, he founded the Ruthrauff & Ryan agency. He leaves a widow, son and daughter.

Gordon Joins Agency

JOHN GORDON, Chicago manager of Tom Fizdale Inc., national publicity firm, on March 17 joined Needham, Louis & Brorby, Chicago, as radio director. Before joining the Fizdale organization Mr. Gordon was for eight years with Ruthrauff & Ryan, New York, in the radio department where he was a director.

Mr. Gordon

ON DUTY IN ENGLAND
Canada Compiles List of Radio Men Abroad

FOR A PLANNED program to be given in Great Britain by former members of the staffs of Canadian broadcasting stations, the station relations department of the Canadian Broadcasting Corp. has been compiling a list of these men now on duty "somewhere in England." Practically all Canadian stations have replied to the questionnaire, and the following is a list of men now on active service across the Atlantic. In addition there are many more on active service or in training in Canada.

Lieut. Ted Briggs, Royal Canadian Navy, former joint manager CBO, Ottawa.
Corp. Ken. Brown, Royal Canadian Air Force, formerly with CKSO, Sudbury, Ont.
Lead. Aircraftsman J. A. Chambers, Royal Canadian Air Force, senior studio operator, CJGX, Yorkton, Sask.
Lieut. J. F. Clare, Royal Canadian Army Service Corps, assistant manager, CHNS, Halifax, N. S.
Lead. Aircraftsman D. M. Clark, Royal Canadian Air Force, transmitter operator, CKOC, Hamilton, Ont.
Lieut. A. B. Cooke, with a Nova Scotia regiment, formerly with CKCW, Moncton, N. B.
Don Cowburne, Royal Canadian Corps of Signals, formerly with CFRB, Toronto.
Sub-Lieut. Burton Coy, Royal Canadian Navy, chief engineer, CKVD, Val D'Or, Que.
Gerry Fitzgerald, formerly vocalist with CKCL, Toronto.
Corp. F. E. Love, Royal Canadian Engineers, formerly with CJIC, Sault Ste. Marie, Ont.
Lieut. P. B. McCaffary, Royal Canadian Engineers, formerly with CFCN, Calgary.
Corp. R. MacDougall, with a Highland Regiment, announcer at CKCL, Toronto.
Wm. McIntyre, Royal Canadian Army Service Corps, formerly with CKCL, Toronto.
Lead. Aircraftsman G. T. May, Royal Canadian Air Force, operator at CFCN, Calgary.
Corp. D. M. Murray, Royal Canadian Engineers, announcer at CHNS, Halifax.
Capt. P. Palmer, Royal Canadian Corps of Signals, formerly CBC traffic dept.
Lieut. Robert A. Reagh, Royal Canadian Artillery, formerly with CJOC, Lethbridge, Alta.
Capt. C. E. Snider, Royal Canadian Artillery, engineer at CKX, Brandon, Man.
Sergt. C. R. Tabor, Royal Canadian Artillery, formerly with CKCW, Moncton, N. B.
Allan S. Young, Royal Canadian Air Force, formerly with CFQC, Saskatoon.
Driver T. Young, Royal Canadian Air Force, chief engineer, CFNB, Fredericton, N. B.

BOOK titled *Radio Directing*, published recently by Earle McGill, CBS producer, has been adopted as the official textbook for courses in radio directing and producing by 25 colleges and universities. Mr. McGill currently produces the CBS programs *American School of the Air*, *Columbia Workshop*, and Richard Maxwell's *Friend in Deed* broadcasts.

AGENCY Appointments

MITCHELL Brothers, New York, to Lester Harrison Associates, New York, for Nyaphorm Line Gowns and Pajamas. One or two-minute transcribed programs will be placed on department store programs. Number of markets has not been decided.

ROTHSCHILD BROTHERS HAT Co., St. Louis, to Westheimer and Co., St. Louis. No radio plans at present.

CHICAGO SANITARY PRODUCTS Co., Chicago (Cleenwell Soap Flakes), to Albert Kircher Co., Chicago. Plans to use radio for first time.

FISHER FLOURING MILLS Co., Seattle, to Pacific National Adv. Agency, Seattle.

E. GRIFFITH HUGHES Inc., Rochester, N. Y. (proprietary), to F. A. Hughes Co., Rochester.

MYSTIC LABS., Jersey City, to Lawrence C. Gumbinner Adv. Agency, N. Y.

WASHINGTON COOPERATIVE EGG & POULTRY Assn., Seattle, to Pacific National Adv. Agency, Seattle.

PIKE BROS. GROWERS, St. Charles, Ill. (flower seeds), to Chicago Union Adv. Agency, Chicago.

BUCKINGHAM WAX Corp., Long Island City (floor wax), to J. R. Kupsick, New York. No radio plans have been announced.

ALLIED GOLF Corp., Chicago (golf supplies), to Cruttenden & Eger, Chicago.

PARTOLA PRODUCTS Co., Chicago (proprietary), to W. W. Garrison & Co., Chicago.

GILMORE OIL Co., Los Angeles (Red Lion Gas), to H. W. Kastor & Sons, Chicago. Radio is being used.

ARCADY FARMS MILLING Co., Chicago, to Presba, Fellers & Presba, Chicago.

THERE'S
NO
VARIETY AT
WWNC
FREQUENCY
REMAINS
570
WHICH, as you know, means listener continuity! We offer 57 varieties of smart promotion for your program in Western North Carolina....
WWNC
570 Kc. 1000 WATTS
ASHEVILLE
North Carolina
CBS
AFFILIATE

Canadian Press Decides To Permit Commercial Sponsorship of Its News

CANADIAN PRESS at its annual meeting at Ottawa March 5 decided to allow its news to be sold for broadcasting under commercial sponsorship. Details await a meeting of the board of directors to be held in late March, according to J. A. McNeill, general manager.

Canadian Press, similar to Associated Press, has long held out against the sales of its news. Only last autumn it signed a contract with the Canadian Broadcasting Corp. to supply the CBC with its full news service without charge, after charging $20,000 annually for editing its news for the CBC. On Jan. 1, 1941, CBC set up its own news bureau, to which CP and British United Press supply full news service without charge.

The decision to sell news is not expected to change the CBC-CP contract immediately, Mr. McNeill told BROADCASTING. The contract is valid until 1943 and notice of termination cannot be given until June, 1942.

Newspaper publishers with radio station affiliates elected to the Canadian Press were: W. Rupert Davies, CFRC and the *Whig-Standard*, Kingston, Ont., re-elected president; A. R. Ford, CFPL and *London Free Press*, London, Ont., elected first vice-president; H. P. Robinson, CHSJ and *Times-Globe*, St. John, N. B., elected second vice-president; D. B. Rogers, CKCK and *Leader-Post*, Regina, Sask., elected director; G. V. Ferguson, CJRC and *Free Press*, Winnipeg, elected director; Senator W. H. Dennis, CHNS and *Herald*, Halifax, elected director.

Hooper Survey Reveals Fibber in Second Place

A 4-POINT rise in program rating during the past month put *Fibber McGee & Molly* in second place among all programs, according to the Hooper Radio Report for March. Program was in fourth place in February, when Hooper rated it at 29.2, and it passed Bob Hope and Charley McCarthy when it achieved a March rating of 33.3.

Top program in both months was Jack Benny, with a consistent rating of 37.2. The Bergen-McCarthy show dropped from second to fourth place and from a rating of 32.8 in February to one of 28.5 in March, while Bob Hope held third place each month with ratings of 29.6 in February and 29.4 in March.

Wilbur's Test

WILBUR-SUCHARD CHOCOLATE Co., Lititz, Pa., has returned to radio after an absence of many years. A special seven-week campaign was started March 10 in Philadelphia, using 25 participations in Anice Ives' women's program on WFIL and 19 participations in Ruth Welles' program on WFYW. The campaign is a test, with possibility that the station list and territory will be expanded. Gray & Rogers Adv., Philadelphia, is agency, with W. B. Edwards in charge of the account.

The Other Fellow's VIEWPOINT

Another Slant

EDITOR, BROADCASTING:

I believe your editorial in Feb. 3 issue of BROADCASTING, under the heading "The Wrong Slant" took the wrong slant entirely on the entrance of Associated Press into the radio news field.

First, the writer jumped on the term "salvage operations" as an insult to radio when the term was used merely to define an operation within an association which is primarily a news-gathering and disseminating organization. The word "salvage" in this instance merely meant the turning into cash of services which if not utilized would mean a loss.

Secondly, the innuendo that the decision to enter radio was forced by the threat of "extra assessments" is 100 percent wrong. The Associated Press has carried its members through the past 30 years, admittedly the most tumultuous in recent history, with no increase in assessments. I challenge you to name one other member organization in this country which can show a similar record.

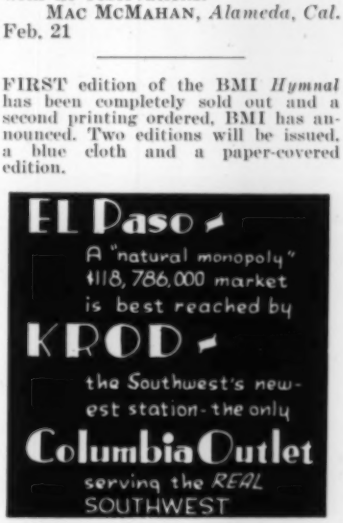
Third, AP's by-product operations have already given the newspapers wirephoto. The PA operations might result in FM transmission of news at 700 words a minute and at lower costs than the present services.

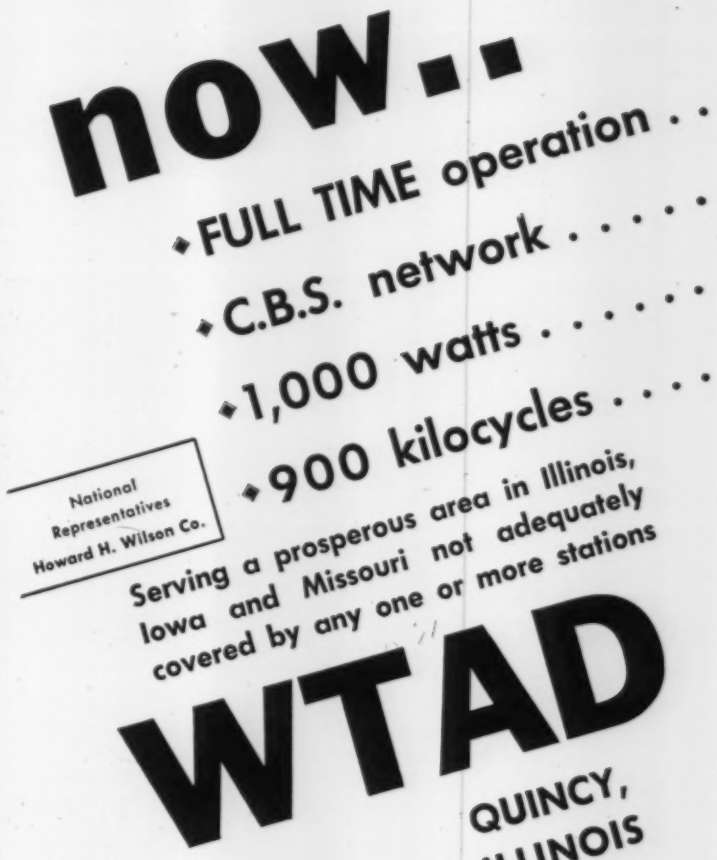
As to the "crack" it took at its competitors back in 1935 for selling to radio, remember that that fight was in the news gathering organizations' own back yard. In the recent fight between ASCAP and BMI, I believe that AP covered the fracas with the usual complete unbias. I believe it set a good example for us in radio to follow instead of shouting "glory be" when 39 newspapers fold up. Somewhere in the not distant future, with the advent of FM, we're going to see a few of our independents fall by the wayside. When that day comes, I know that AP will report it as news and not as an editorial.

I've been handling radio news for the past 12 years and I'm hanging out the "welcome" sign to PA, with no reservations.

MAC MCMAHAN, *Alameda, Cal.*
Feb. 21

FIRST edition of the BMI *Hymnal* has been completely sold out and a second printing ordered, BMI has announced. Two editions will be issued, a blue cloth and a paper-covered edition.





March 4, 1941

LISTENING = DELIVERY X PROGRAM

To the Editor of Broadcasting:

The printer got things slightly mixed in the advertisement headed "An Open Letter to Network Executives," appearing on page 47 of your March 3rd, 1941 issue. By lifting the first line of the succeeding paragraph, the following statement appeared in the second column:

"Listener studies also enhance physical delivery and program acceptability."

Nothing could be further from the truth. Listeners are becoming increasingly annoyed by telephone questionnaires and such studies certainly do not improve physical delivery.

The following is the text which was submitted for publication:

"Listening is the product of physical delivery and program acceptability. No amount of listening statistics, the product of coverage and program value, establishes the magnitude of either quantity alone where both are variables. If the program warrants it, the listener will tolerate severe physical inferiority and coverage insufficiency but he may not regularly use that service for more than one program."

I will appreciate your publication of this statement in order to correct any misimpressions which may have been created.

Very truly yours,

(signed) EDGAR FELIX,
Director, Radio Coverage Reports

EF:g

SONGWRITERS SEEK COLOSSAL DAMAGES

ACTION has been started in New York Supreme Court in the damage suit for $1,217,500 brought by 14 songwriters against NBC, CBS, BMI, the NAB and a number of directors of each company. Summons have been served on the defendants, according to Robert Daru of Daru & Winters, the plaintiffs' attorney, but the complaint has not yet been filed.

Suit arises from the petition filed with the FCC Feb. 10 [BROADCASTING, Feb. 17], in which 13 composers of popular music, all ASCAP members but one, charged the three networks and their affiliate stations wtih "using intimidation, coercion and boycott tactics and abusing the rights given in their licenses to force ASCAP music from the air." The $1,217,500 sued for represents the aggregate amount of the damages sought individually by the 14 songwriters. No further details on the suit will be available until the complaint is filed, Mr. Daru said.

Songwriter bringing suit who was not included in the list of those signing the FCC petition is George Whiting.

BMI Buys Harvard Tunes

BROADCAST MUSIC Inc. has signed a publication contract with the Hasty Pudding Club of Harvard U for three songs in the club's 95th annual musical production titled "One on the House" which opens in Cambridge, Mass. March 20 and then goes on its annual Easter vacation tour. Songs are "Sweet Dreaming", "I'm Not in the Mood" and the title song "One on the House," as written by Robert H. Coleman, Phil Kadison and Sherwood Rollins.

NAB Board Plans ASCAP Session

(*Continued from page 13*)

board for next Monday, March 17, in New York to consider the whole problem.

"As members of the board will assemble here from all parts of the country, I have also told Mr. Buck that I think it important that he get into concrete form the alternative bases of licensing which the Society is prepared to offer to broadcasters so that they can be considered in general terms by the members of our board at their meeting."

United Front

In addition to explaining the purpose of the NAB board meeting this statement also dispelled rumors of a "break in the united front" of the broadcasters which had arisen when it was learned that MBS had informed ASCAP that NAB was not authorized to make a deal for Mutual with ASCAP. The first reaction, that Mutual was about to "make a private settlement" and so "get the jump" on the other networks, was further nullified by the later information that the MBS letter was written in response to an inquiry from ASCAP which had also been sent to the other networks. Although no comments could be obtained from NBC or CBS executives, it was reliably learned that neither of these networks planned to answer ASCAP until after the NAB board meeting.

The Mutual letter, written by Alfred J. McCosker, chairman of the board, said in part: "The NAB is not authorized to represent, speak for or negotiate in behalf of MBS in negotiating an agreement with your organization. Any such negotiations will be conducted by the officers or employers of MBS or its stockholders individually."

The latter also explained the unique make-up of the Mutual organization as a non-profit network which is owned and operated by a group of stations who control its policies, instead of it controlling the policies of its stations. Copies of the letter were sent to MBS stockholders and to NAB as a matter of course, it was stated.

Mutual Meeting

Fred Weber, general manager of MBS, said he was planning to call a board meeting for March 21 to determine the wishes of the network's stockholders (who are also its board members) in dealing with ASCAP. The board must decide whether the matter should be one of group action, handled through MBS for all MBS stations, or whether each station should conduct its own negotiations as an individual broadcaster. Mr. Weber denied reports that he had met with ASCAP executives and said he had no plans for any such meeting until the Mutual board has met and expressed its decision.

Before the ASCAP board members and executives left New York for Milwaukee, it was disclosed the officers of the Society had voluntarily accepted salary cuts which reduced Mr. Buck's income as president from $50,000 to $35,000 annually and that of E. C. Mills, chairman of the administrative committee, in identical fashion. John G. Paine, general manager, likewise reduced his salary from $27,500 to $24,750.

Distribution of ASCAP revenue in April will not be affected by the absence of ASCAP music from the networks and most stations since Jan. 1, it was said, since this payment to members covers the last quarter of 1940. The July payment, covering the first quarter of 1941, will, however, reflect the loss of the radio revenue in the incomes of the ASCAP members.

BECAUSE of the ASCAP-radio controversy, James Roosevelt Productions is cutting two radio exploitation transcriptions for the film, "Pot O' Gold". One will feature three BMI songs, "Pete the Piper" and "Caballero From Broadway", both written by Henry Russell, and "Hy Cy, What's a' Cookin' ", also from the pen of Russell and Lou Forbes.

Jack Benny Hold... Net Time Contro...

Comedian Signs Renewal b... Sponsor Makes Concessions

AFTER considering several agen... offers, Jack Benny will contin... under General Foods Corp. (Jell-... sponsorship, having renewed h... contract for 35 weeks without us... option interruptions [BROADCAS... ING, March 10].

Renewal is effective Oct. 5 wi... a substantial salary increase for t... weekly package show. Transacti... is believed without precedent in r... dio history as Benny will take ov... control of the Sunday night ha... hour spot on the NBC Red netwo... at expiration of his new contra... signed with General Foods.

The firm at that time will reli... quish all control of the basic 7-7... p.m. (EST), network time in fav... of Benny whether or not he co... tinues under its sponsorship.

Furthermore, under the ne... agreement Benny, at his own di... cretion, can discontinue the We... Coast repeat broadcast. For so... time he has wanted to eliminate t... repeat show, but both Genera... Foods and NBC opposed his wish... Benny's current series ends June ... When he resumes on the netwo... following a 17-week summer vac... tion, the repeat broadcast will ... transcribed.

Another clause in the contra... provides that the comedian may ... absent from the program fo... times during the series. The la... offs will be spaced throughout t... season, it is understood, and w... not be taken consecutively.

Tom Harrington, New York vi... president and radio director ... Young & Rubicam, who conduc... the General Foods negotiations, ... returned to his Florida vacati... interrupted by the spirited age... bidding for Benny's services.

MacDonald Asst. NBC Treasure...

JOHN MacDONALD, business ma... ager of NBC Radio-Recording Di... sion, has been elected assitant treas... er of NBC by the network's boa... of directors, following a meeting ... March 7. Mr. MacDonald will ass... Mark Woods, NBC vice-president ... treasurer, in labor matters and w... be responsible for the supervision o... control of expenses in the depa... mental operations of the company ... cooperation with the various depa... ment heads. Replacing Mr. MacDon... in the Radio-Recording Division ... Robert M. Morris, NBC developm... engineer.

PENDING outcome of negotiati... with the NAB, ASCAP plans to ... tend its "good will" activities on ... West Coast, and has lined up a ser... of speaking engagements for m... bers. Included are the Rotary and ... wanis clubs, chambers of comme...

MORE POWER FOR US
MORE FOR YOU
5,000 WATTS FULL TIME

WSUN

620 kc 620 kc

NBC BLUE

SINCE 1927 THE ESTABLISHED SERVICE FOR FLORIDA'S LARGEST, RICHEST MARKET

Now

The ONE station serving all of this "airea" with a fully "listenable" signal day and night!

WSUN

Business Office and Studios — Recreation Pier
ST. PETERSBURG, FLA. — LOUIS J. LINK, *Manager*

REPRESENTED BY
INTERNATIONAL RADIO SALES
NEW YORK CHICAGO SAN FRANCISCO

WBAL means business in Baltimore

MOSS AND BROGAN APPOINTED BY INS

WALTER E. MOSS, for the past seven years sales manager of International News Service, has been appointed general business manager effective March 17, according to Joseph V. Connolly, INS president.

Mr. Moss

Mr. Brogan

Sales activities will be taken over on that date by John A. Brogan Jr., formerly director of foreign sales for King Features Syndicate.

Mr. Moss broke into the press association business as secretary to Roy Howard, head of United Press, joining INS as a member of the sales department in 1917. He was assistant sales manager of King Features before becoming sales manager of INS May 1, 1934. In the latter capacity Mr. Moss has directed the sale of news to radio stations for his organization.

Mr. Brogan joined INS and KFS as a salesman in 1920 and served as assistant sales manager of KFS before taking charge of its foreign sales activities.

Nine Added to INS Staff, According to Connolly

NINE REPORTERS and feature writers have recently been added to the staff of International News Service, according to Joseph V. Connolly, INS president.

They include Earl Reeves, editor, correspondent, formerly with Hearst Newspapers, who has been made chief of the INS London staff; Rear Admiral Clark Howell Woodward, who will contribute a regular feature on naval strategy in the war; James Conzelman, writer and baseball coach; Lee Carson, feature writer of the *Chicago Times*, assigned to the INS Washington staff; Anthony Billingham, former *New York Times* correspondent in China, assigned to the INS London staff; Capt. John H. Craige, military analyst, who will do a daily review of the war's military developments; Margaret Lane, novelist and reporter, now with the INS Ireland staff; Hugo Speck, assigned to the Sofia, Bulgaria, staff of the news service, and Calvin Crichton, Far Eastern reporter, now working out of Saigon for INS.

Fleer Gum Spots

FRANK H. FLEER Corp., Philadelphia, has started one-minute spot announcements for Dubble Bubble Gum 6 to 12 times weekly on KIEM KDB KFEL KLZ WMBR WCBC WIBA WBEN WEBR KVOO WFBR WBAL KFIR. In addition, company is sponsoring *Don Winslow of the Navy*, a quarter-hour transcribed children's serial, five times weekly on WBZ-WBZA, Boston; WWL, New Orleans; WFIL, Philadelphia; KST, St. Paul; KPRC, Houston; KOVC, Valley City, N. D. N. W. Ayer & Son, New York, is agency.

Network Accounts

All time EST unless otherwise indicated.

New Business

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on March 24 resumes *Bachelor's Children* on 34 NBC-Red stations, Mon. thru Fri., 10:15-10:30 a.m. Agency: Blackett-Sample-Hummert, Chicago.

AMERICAN CAN Co., New York (Keglined beer cans) on April 7 starts *The Amazing Mr. Smith* on 77 MBS stations, Mon., 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

PEPSI-COLA Co., Long Island City, N. Y. (beverage), on April 28 starts *The Nickel Man* on 135 NBC-Blue stations, Mon. thru Fri., 9:55-10 p.m. Agency: Newell-Emmett Co., N. Y.

Renewal Accounts

WHITE LABS., New York (Feenamint), on March 30 renews for 13 weeks *Double or Nothing* on 117 MBS stations, Sun., 6-6:30 p.m. Agency: Wm. Esty & Co., N. Y.

E. I. DU PONT de NEMOURS & Co., Wilmington, Del., on March 31 renews for 26 weeks *Cavalcade of America* on 55 NBC-Red stations and shifts the program from Wed., 7:30-8 p.m. to Mon., 7:30-8 p.m. Agency: BBDO, N. Y.

Network Changes

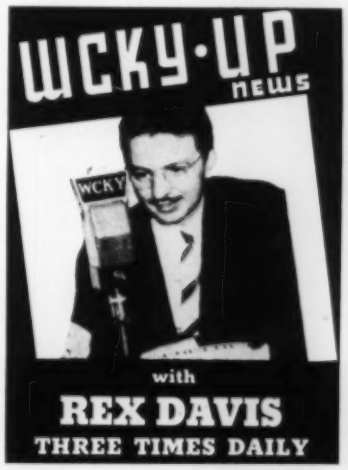
BRISTOL-MYERS Co., New York (Sal-Hepatica, Ipana), on March 19 shifts *Time to Smile* on 67 NBC-Red stations, from Hollywood to New York, Wed., 9-9:30 p.m. (EST), with West Coast repeat, 9-9:30 p.m. (PST). Agency: Young & Rubicam, N. Y.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on March 23 discontinues Bob Becker's *Chats About Dogs* on 53 NBC-Red stations, Sun., 3:45-4 p.m. Agency: Henri, Hurst & McDonald, Chicago.

LEVER BROS. Co., Cambridge (Lifebuoy soap), on March 26 adds 8 stations to *Meet Mr. Meek*, making a total of 72 CBS stations, Wed., 7:30-8 p.m. Agency: William Esty & Co., N. Y.

Checking Service

A. S. FOSTER, former manager of WEW, St. Louis, and previously business manager of WWL, New Orleans, is manager of the newly-organized National Radio Checking Service, St. Louis, and not George S. Foster as erroneously reported in BROADCASTING March 10. The service provides complete reports to sponsors on their advertising as presented by stations.



KOCY, Oklahoma City, Fulltime MBS Station

KOCY, Oklahoma City, on April 27 will join MBS as the network's first fulltime affiliate in that city, KTOK concluding its affiliation on the same date. KOCY operates on 1310 kc., with 250 watts.

KWLM, Willmar, Minn., owned by the Lakeland Broadcasting Co., on March 24 joins MBS, at the same time becoming an affiliate of the North Central Broadcasting System. The station operates on 1310 kc., 100 watts. When WALB, Albany, Ga., starts operations March 29 on 1530 kc., 1,000 watts unlimited time, it also will become an MBS station, bringing the total for Mutual affiliates to 177. WALB is operated by the *Albany Herald*.

Dowling Leatherwood

DEATH last week of Dowling Leatherwood, 27, assistant professor of journalism at Emory U, ended a successful radio-education tieup that had existed between his radio classes and WSB, Atlanta. Author of one of the first textbooks on radio journalism, *Journalism On The Air*, a field in which he specialized, Mr. Leatherwood has for three years presented various programs over WSB and worked closely with the station on promotion of its educational services. His book had been adopted widely by schools and colleges of journalism.

Spencer Heads AAAA Radio

A. K. SPENCER of J. Walter Thompson Co., New York, has been appointed chairman of the National Committee on Radio Broadcasting of the American Assn. Advertising Agencies.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N.B.C.

WHAT'S DOING IN JACKSON

February Figures Show:

Postoffice receipts up more than 9%.

Sales tax collections up over 6%.

Movement of new families into city up 81%.

All business trends follow these major indices.

Advertising dollars invested with WJDX—dominant radio station in the expanding Jackson area—will grow with the new Mississippi market!

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

ARE YOU GIVING AWAY $20.00

Are you paying more for Richmond than you need to pay for Richmond coverage? For instance—$20.00 more. A minute spot—nighttime on WMBG—the Red Network Outlet in Richmond—costs only $15.00—a minute on the other leading Richmond Station—nighttime rate costs $35.00—Saving: $20.00.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG—the NBC Red Outlet—Richmond, Va.

National Representative—John Blair Co.

Studio Notes

WSUN, St. Petersburg, Fla., recently staged on a 2½-hour *Salute to Canada* program. The Canadian Broadcasting Corp. features department took part in the program through recordings made at Toronto CBC headquarters, including a talk by Ernest L. Bushnell, CBC program chief, on his recent work in Great Britain during the bomb raids. WSUN put on the program because St. Petersburg is the mecca of Canadians in winter time in normal years, but this year few Canadians wintered there due to foreign exchange travel restrictions.

AN ADVISORY board of 12, ranging from a dirt farmer to a radio editor, has been selected to aid Charley Stookey, CBS farm reporter, in planning his weekly *Columbia Country Journal*. Program is heard 12:30-1 p.m. and originates from KMOX, St. Louis.

SPECIAL FEATURES Division of Radio Writers Laboratory, Lancaster, Pa., announces the placing of a new program, *The Easter Caravan*, on 20 stations in the U. S., Canada and Alaska. Format of the new show is designed for participation sponsorship by retail merchants.

WSUI, Iowa City, Ia., in cooperation with the Rural Electrification Administration, has inaugurated *Power on the Land*, a program showing the place of electricity on the farm as well as the story of farms and farm people, their interests and culture.

CBO, Ottawa, has opened new studios on the two top floors of the Chateau Laurier Hotel. There are now three complete and separate broadcasting units, each consisting of studio and control room.

KLO, Ogden, Utah, with only three pre-announcements of a surprise birthday party for Hal Parkes, conductor of the *Musical Train*, recorded request program, attracted a studio audience of 791. Gifts and honorary citations were presented to Parkes for being "screwier than any one else in town". Surprise was arranged by Mel Wright, production manager of KLO.

KSD, St. Louis, on March 15 presented the Fifth Annual Greater St. Louis inter-high school spelling tournament in which 18 of the public and private high schools of St. Louis and St. Louis County participated. Each year KSD, in cooperation with the St. Louis Board of Education and the authorities of the county and private schools broadcasts this feature. Frank Eschen of the KSD staff acted as spelling master.

WWL, New Orleans, cooperated with Loyola U of the South in serving as host to the Louisiana College Conference in New Orleans March 7-9. During the three days of the convention WWL carried portions of the meetings and as a special feature dedicated a half-hour musical program to the educators.

WTMV, East St. Louis, Ill., is presenting under the sponsorship of the Downtown Business Men's Assn. the weekly 45-minute show, *Scott Field Calling*. Broadcast direct from Scott Field, near Belleville, Ill., the show is entirely army-produced and combines news, variety and dramatic presentations.

KOY, Phoenix, in conjunction with the *Arizona Farmer*, recently celebrated the rainy winter season by staging a rain "appreciation" parade. The heavy rains which provided a heavy run-off into the reservoirs of the Salt River Valley irrigation project, have definitely ended an acute drought situation in that area. Bands, farmers, farm equipment, farm bureau officials and State notables joined in the parade.

TAKING THE AIR by plane rather than mike, Hugh Ivey (right), announcer of WSB, Atlanta, is pictured receiving the congratulations of Bob Pollock, a fellow announcer, for successfully completing his CAA pilot's training course. On hand when he stunted in his final examinations was Pollock with WSB mobile equipment to broadcast details of the flight.

WCKY, Cincinnati, has been directing special attention to farmers during March. Don Dean, WCKY farm field reporter, and the studio plane went to Blanchester, O., March 7, to interview soybean specialists touring the State. The program, transcribed, was broadcast on WCKY's farm show. On March 10, the safari moved to Harrison, O., to transcribe an interview telling how a poultry farm is run. Starting the week of March 15, C. A. Wickland, fruit specialist, will give advice to fruit growers, as part of the farm show. Toward the end of the month WCKY through a special program will publicize "National Rabbit Dinner Week", set for April 1.

WOL, Washington, broke its 24-hour schedule March 1-13 while engineers tested from 12 midnight to 6 a.m. in connection with WOL's new frequency, 1260 kc., which it will assume March 29. Frank Young's all-night vigil, *The Dawn Patrol*, sponsored by Pen Boys, returned with resumption of standard schedule.

EMPLOYEES of KVOO, Tulsa, have taken out group hospitalization policies for themselves and their wives. Substantial part of the premiums is to be paid by Southwestern Sales Corp., owner of KVOO.

WOR, New York, since March 1 has been using the regular news service of Associated Press as supplement to its news bulletins, already supplied by United Press and Transradio Press. The station reports it also plans to use the AP special radio service news on a sustaining basis as well as available for commercial sponsorship.

KMA, Shenandoah, Ia., presents a half-hour program once weekly under the auspices of the Junior Chamber of Commerce, styled in the Town Hall pattern. Same topic as that of the *Town Meeting of the Air* is used on the KMA program, which is heard preceding the national broadcast.

KWK, St. Louis, in preparation for its play-by-play accounts of the Cardinals' and Browns' baseball games to be broadcast this season has sent Johnnie Neblett to the Cardinals' camp at St. Petersburg, Fla. Neblett prepares transcriptions for rebroadcast by KWK. Johnnie O'Hara, the station's other sportscaster, will leave March 26 for the Browns' camp at San Antonio, Tex., to cover training activities there in a similar manner. Neblett and O'Hara have staggered their trips so as to be able to pinch-hit for one another on Neblett's *Today in Sports* daily at 6:30 p.m. and O'Hara's *Our Man's Opinion* at 10 p.m.

WIBC, Indianapolis, has sent Bert Wilson to Bartow, Fla., baseball training site of the Indians, entry in the American Assn. Wilson is airmailing transcriptions for rebroadcasting on his daily sports program, *News, Views & Interviews*. Wilson will cover all the games of the Indians this season under the sponsorship of General Mills and Socony Vacuum.

WSB, Atlanta, on March 10 sent Ernie Harwell, station sports editor, to St. Augustine, Fla., for a week. There he covered the activities of the Atlanta Crackers, entry in the Southern League. Transcriptions were made in St. Augustine for use on his regular *Sports News & Views* broadcasts.

COMMEMORATING its 20th anniversary in radio, WDZ, Tuscola, Ill., during the week of March 16 presented a series of programs featuring stars of radio and screen. In addition to the variety shows a limerick contest was conducted and 43 prizes were awarded to the winners.

A SPECIAL broadcast marked the 2,000th program of Rex Frost's *Farm Broadcast* on March 13. The program has been running continuously since 1933 on CFRB, Toronto, as a sponsored market report and general farm discussion feature.

WIOD, Miami, is presenting a new quarter-hour musical program, *The Palm Beaches*, to salute Palm Beach and West Palm Beach. Broadcast consists news about the two cities, commercials and station program plugs.

WSJS, Winston-Salem, N. C., through Program Director John Miller is planning a localized service supplement to the regular NBC *Farm & Home Hour*. Incorporated in the new series will be features and speakers of special interest to adjoining rural areas. Time will be 1:15-1:30 p.m., following the 45-minute network program.

WBBM, Chicago, has started *Young America Answers*, a weekly half-hour quiz series devoted exclusively to Chicago and suburban high school students. In addition to the quiz, short dramatizations are presented by actors from the Radio Council of Chicago Public Schools. Elimination sessions will be followed at the end of the regular series by re-matching winning schools from the preliminary programs.

WPID, Petersburg, Va., has arranged for a weekly quiz show, *Call to Questers*, to originate from Camp Lee, near Petersburg. In addition arrangements are being made for a devotional program to be carried from the camp.

KWKH

$478.00 PER CAPITA

DURING 1940 IN SHREVEPORT LOUISIANA

Against $319 per capita for the AVERAGE AMERICAN

Official government statistics just released show that during 1940 the average Shreveporter spent $478 against the expenditure of only $319 by the average American. Thus proving further that Shreveport and its surrounding trade area, with its tremendous buying power, is one of the most important and vital markets in America today.

A SHREVEPORT TIMES STATION

CBS

REPRESENTED BY THE BRANHAM CO.

MEMBER SOUTHCENTRAL QUALITY NETWORK

KWKH-KTBS Shreveport
KARK ..... Little Rock
WJDX ..... Jackson
WMC ..... Memphis
WSMB ..... New Orleans

50,000 watts

SHREVEPORT • LOUISIANA

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

Dominant IN THE 7th RETAIL MARKET

KSTP

MINNEAPOLIS • SAINT PAUL

NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO 133,500 WATTS

NBC BASIC RED NETWORK

50,000 Watts Clear Channel

NOT TO BE OUTDONE by his illustrious chief, Burridge D. Butler, who was presented with a "desert canary" on his birthday last month [BROADCASTING, March 3], Glenn D. Snyder, WLS manager, submitted this photographic gem, even though it wasn't his birthday, and the burros were rented by the hour. "Knowing your editorial insistance that such pictures always be identified by left to rights, and that they be well-known figures in the industry," advised the burro fancier, "I pen the following: Reading (l to r) the individuals mounted, to the best of my ability, are the well-known personalities of D. E. Kendrick, Philip G. Loucks, Martin B. Campbell; further to the right but in the same order are, so I am told, Reggie Schuebel, Beth Black and E. Margaret (Peggy) Stone." The burros, quoth Mr. Snyder, were named for the publisher and the editor of a trade magazine with penchants for mulishness.

WDRC, Hartford, has appointed a special board of studio executives comprising Program Manager Walter Haase, Commercial Manager William Malo and Educational Director Sterling V. Couch, to supervise a promotional plan in which all outstanding programs on the station are given a week of energetic plugging. Special spot announcements will be used in available time. In addition, radio in general will be promoted to offset whatever unfavorable publicity the industry may have received in the recent attack by the printers union.

WCBS, Springfield, Ill., recently inaugurated a weekly five-minute *Food of the Week* feature. Program consists of discussions on current surplus foods of the week and various ways to prepare them.

A NEW TALENT booking service has been started in Toronto by Radio Centre Ltd., transcription producers and station representatives.

A YOUNG LADY was perched atop a float to represent WJRD, Tuscaloosa, Ala., in an "Americanism Week" parade. She was Miss A. V. Morris. Civic and school groups also were represented in the parade.

WIBC, Indianapolis, on April 15, becomes the only fulltime outlet for MBS in Indiana. On March 15, the station broadcast its first MBS commercial program, *Sales Meeting of the Air*, sponsored by Pabst Inc.

Clearing House

MAIL CLEARING HOUSE to facilitate delivery of letters from listeners was proposed by Murray Arnold, program director of WIP, Philadelphia. All stations in the city have been asked to cooperate in the proposal. Instead of returning letters addressed to artists and programs with incorrect station call letters, or depending upon guesswork or memory in forwarding the letters to other stations, Arnold proposed that the mail clerk at each station be provided with a program and artist listing each week from every other station in town. In that manner, the letters could be forwarded immediately.

REVENUE for the two NBC-Chicago stations, WMAQ and WENR, continued upward during February, according to M. M. Boyd, Central Division spot sales manager. WMAQ showed an increase of 23% over the same month a year ago and WENR was up 16.8%.

PRIOR TO GALLOWS
KMLB Says Sheriff Requested Mike for Condemned

EDITOR, BROADCASTING:

By this time you have probably read about "the convict broadcast that didn't happen".

At the outset let me say that the broadcast was arranged with us by Sheriff G. E. Erskine, of Columbia Parish, and three ministers at the request of the four condemned men. This was one of their last requests—that they be allowed to talk on "crime does not pay" and there is not any such thing as "easy money". We agreed to the broadcast thinking that possibly some boys who were treading the wrong path would hear it and change their way of living. We felt that the program would be in the public interest and as such we agreed to carry it.

We had no intention of broadcasting the actual hangings. We were merely going to carry their final statements as requested. Attorney General Eugene Stanley ruled at the last minute that the broadcasting of their final statements would violate a state law and we made arrangements for one of our announcers to read their statements directly from the jail at the courthouse.

J. C. LINER JR.,
Manager, KMLB.

March 8, Monroe, La.

WHEN for the first time in over seven years *Music of the Masters*, now in its 3000th broadcast over KRE, Berkeley, Cal., found itself without a sponsor, Sam Styles, senior salesman at KRE, bet Don Hambly, production manager, that he could sell the program with five telephone calls. On the third call Stephenson-Leydecker & Co., investment bankers of Oakland, signed a one-year contract.

MOVING DAY took place for WHUB, Cookeville, Tenn., March 8 when between signoff at 10 p.m. and the return to the air on schedule next morning at 8 the entire station was transferred. New studio set-up includes an observation room for its main studio, seating over 100 people, two large offices, a newsroom, and three main studios, all of which are of modernistic design.

TO ACQUAINT residents of Queens County, New York, with activities and functions of the local government, WWRL, Woodside, Long Island, is presenting a series of daily programs *Today at Borough Hall* under the direction of Ray J. Dunn, director of radio activities for the newly-erected Queens County Borough Hall.

KWK, St. Louis, is presenting each weekday at 8 a.m. *The Radio Almanac* conducted by Myron J. Bennett. Fashioned along musical clock lines, current news items are inserted throughout the program in an informal way along with road condition reports for motorists.

WHEN Joseph Szigeti, noted violinist, discontinues his current series of concerts on MBS performed with the Symphony Orchestra under Alfred Wallenstein, Russell Bennett, American composer and arranger, will resume his *Notebook* program in the Sunday 7-7:30 p.m. period. Starting March 23, Mr. Bennett will conduct the orchestra, featuring his own compositions, and will act as commentator.

AS PART of its Americanization procedure, WBNX, New York, signs off the air each day with a rendition of "America the Beautiful" by a transcribed vocal group preceding an announcement. "Before saying goodnight, we would like to leave you with this thought—"

FRIENDS IN NEED!

WAIR wins in the popularity election. They listen! They believe! They are WAIR's friends in need of your product. They'll BUY!

WAIR

Winston-Salem, North Carolina

National Representatives
International Radio Sales

WCAR

We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
of THE FOREMAN CO., NATIONAL REPS
CHICAGO • NEW YORK

INS

Meador Lowrey, News Editor, KRLD, Dallas, says: "We've found INS wire reports easily adapted to radio use."

INTERNATIONAL NEWS SERVICE

KFRU
COLUMBIA, MO.
The personality station covering the heart of Missouri. 1370 Kc. 250 Watts. Affiliated with KXOK, St. Louis, Mo.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

MARCH 8 TO MARCH 14, INCLUSIVE

Decisions . . .

MARCH 12

NEW, Midland Broadcasting Co., Kansas City—Granted CP new FM developmental station 46.5 mc 1500 watts.

NEW, Thomas J. Watson, Endicott, N. Y.—Amended application for CP granted 1420 kc 250 w unl.

MISCELLANEOUS — KBIX, Muskogee, Okla., granted CP new transmitter, increase to 250 w (1490 under treaty); KSTP, St. Paul, granted modification license re directional antenna D; KFBC, Cheyenne, Wyo., granted modification license, change to 1210 kc 250 w unl.

SET FOR HEARING—CP 1420 kc 250 w unl.; NEW, Utica Observer-Dispatch, Utica, N. Y., CP 1420 kc 250 w unl.; WQBC, Vicksburg, Miss., modification CP increase to 500 w 1 kw D, asks facilities WTJS.

MARCH 13

NEW Piedmont Publishing Co., Winston-Salem, N. C.—Set for hearing application CP 46.7 mc 4,600 sq. miles.

WBAX, Wilkes-Barre, Pa.—Continued to 3-31-41 oral argument license renewal.

NEW, Gordon Gray, Winston-Salem, N. C.—Granted CP FM station 44.1 mc 69.4 sq. miles 4,346,000 population.

W71NY, New York—Granted modification FM new transmitter, antenna.

NEW, Stephen R. Rintoul, Stamford, Conn.—Granted reconsideration and grant without hearing application CP 1370 kc 250 w unl., subject to condition that frequency may be shifted to 1400 kc after 3-29-41.

WMBG, Richmond, Va.—Granted motion dismiss petition for rehearing directed against grant 11-19-40 without hearing of WSTP application CP change to 1350 kc etc.

MARCH 14

KRLH, Midland, Tex.—Granted modification CP increase to 250 w etc., for change to 1450 kc under treaty.

WWNY, Watertown, N. Y.—Granted modification CP for change to 1300 kc under treaty.

WLAG, LaGrange, Ga.—Granted modification CP for new transmitter 1240 kc under treaty 250 w unl.

KMYR, Denver—Granted modification CP new station for 1340 kc under treaty.

WBKY, Beattyville, Ky.—Granted license for CP educational station 42.9 mc 100 w A3.

WTAW, College Station, Tex.—Granted modification CP increase power for new transmitter, 1150 kc under treaty.

WBNX, New York—Granted CP change to 1380 kc.

KGNC, Amarillo, Tex.—Granted modification CP increase to 1 kw 5 kw LS for change to 1440 kc under treaty.

WNAB, Bridgeport, Conn.—Granted modification CP 1420 kc 250 w unl. for change to 1420 kc under treaty.

WERC, Erie, Pa.—Granted modification CP 1500 kc 100-250 w unl. for change to 1490 kc under treaty.

WRLC, Toccoa, Ga.—Granted modification CP 1420 w unl. for change to 1450 kc under treaty.

KRIS, Corpus Christi, Tex.—Granted modification CP new transmitter, increase to 1 kw, for change to 1360 kc under treaty.

WABC, New York—Granted modification CP auxiliary transmitter for change to 880 kc under treaty.

W2XMN, Alpine, N. J.—Granted authority FM 117.43 mc 40 kw 200 kc.

W9XBK, Chicago—Granted extension temporary authority operate two transmitter units for television.

MISCELLANEOUS—KMLB, Monroe, La., dismissed without prejudice motion consolidate hearing with KNOE application for new station; KNOE, Monroe, La., granted continuance hearing to 6-30-41; Longview, Tex., dismissed without prejudice petition intervene in hearng of KGNO, Dodge City, Kan., for modification license; NEW, J. Leslie Doss, Bessemer, Ala., granted continuance hearing to 4-18-41; NEW, Butler Broadcasting Corp., Hamilton, O., granted indefinite continuance hearing now set for 3-19-41, pending action on petition to reconsider and grant; NEW, West Publishers, Houston, granted leave to amend application to specify directional N conforming to treaty, o rto request another assignment, and hearing cancelled.

Applications . . .

MARCH 10

WKST, New Castle, Pa.—Modification CP directional N 1 kw unl., asking change to 1280 kc.

WAKR, Akron—CP increase to 5 kw directional, new trans., amended to 1550 under treaty, directional N only.

WWVA, Wheeling—CP increase to 50 kw, change 1160 to 1140 kc, amended to 170 kc under treaty.

WGAR, Cleveland—CP change equip., antenna, change 1450 kc to 730 kc 10 kw N & D, move transmitter, amended to 1220 kc under treaty 50 kw, change equipment, antenna.

WFTL, Fort Lauderdale, Fla.—Voluntary assignment license from Tom M. Bryan to Ralph A. Horton.

WKY, Oklahoma City—CP directional N 930 kc under treaty.

KVOO, Tulsa—CP increase 25 to 50 kw unl., amended to 1170 kc under treaty, change antenna.

NEW, Fort Smith Newspaper Publishing Co., Fort Smith, Ark.—CP 550 kc 1 kw unl. directional.

NEW, United Broadcasting Co., Cleveland—CP 48.5 mc 8,420 sq. miles 1,314,595 population.

KPMC, Bakersfield, Cal.—CP change to 1560 kc 10 kw, new transmitter, antenna.

KAWM, Gallup, N. M.—CP new transmitter, change antenna.

KRFJ, Miles City, Mont.—Transfer of control from Sarah M. Scanlan, executrix estate of Joseph D. Scanlan, to Sarah M. Scanlan.

KEVR, Seattle—CP change to 1420 kc 100 w 250 w D, new antenna, change name to Evergreen Broadcasting Corp.

KRKO, Everett, Wash.—Modification CP increase power etc., amended to 1400 kc under treaty.

K45LA, Los Angeles—Modification CP change coverage to 7,585 sq. miles 2,612,000 population.

MARCH 12

WCAO, Baltimore—Transfer control from Lewis W. Milbourne and Clarence W. Miles (voting trustees) to Lewis M. Milbourne, L. Waters Milbourne and Clarence W. Miles (voting trustees).

WELI, New Haven—Modification CP increase power etc., asking change in antenna, 960 kc under treaty.

WQXR, New York—Modification CP as modified increase power, asking increase to 10 kw change to 1560 kc under treaty.

KCRC, Enid, Okla.—CP move transmitter, studio, new transmitter, increase to 1 kw directional, amended to 1390 kc under treaty, change antenna, new transmitter.

MARCH 14

WGNY, Newburg, N. Y.—CP change to 1370 kc 250 w unl., amended to 1220 kc 1 kw D under treaty.

WHEC, Rochester—CP FM 44.7 mc 2,318 sq. miles 551,374 population.

NEW, King-Trendle Broadcasting Corp., Detroit—CP FM 47.3 mc 2,564,008 population 6,900 square miles.

WPAR, Parkersburg, W. Va.—Modification CP increase power etc., to 1450 kc under treaty.

WSPA, Spartanburg, S. C.—Modification CP as modified increase to 1 kw 5 kw requesting changes in antenna, 950 kc under treaty.

WDOD, Chattanooga—Modification CP directional N, increase power, asking 1210 kc under treaty, change antenna.

NEW, A. M. Burton, Nashville—CP 1380 kc 1 kw unl. directional, amended to 1410 kc under treaty.

WTSP, St. Petersburg, Fla.—Modification CP increase power etc., asking change in transmitter, 1380 kc under treaty.

KAND, Corsicana, Tex.—CP increase to 250 w, 1340 kc under treaty.

KBWD, Brownwood, Tex.—Modification CP new station re new transmitter, 1380 kc under treaty.

WHBF, Rock Island, Ill.—Modification CP increase power etc., asking change in transmitter, 1270 kc under treaty.

WJBC, Bloomington, Ill.—Voluntary assignment license to Arthur Malcolm McGregor, Dorothy Charlotte McGregor and Hugh L. Gately d/b Radio Station WJBC

Tentative Calendar . . .

MARCH 19

NEW, Butler Broadcasting Corp., Hamilton, O.—CP 1420 kc 250 w unl.

MARCH 31

WBAX, Wilkes-Barre, Pa.—License renewal.

APRIL 22

NEW, Camden Broadcasting Co., Camden, N. J.—CP 800 kc 500 w D.

More FM Applications

APPLICATIONS for commercial FM facilities were received by the FCC March 14 from WHEC Inc., Rochester, and King-Trendle Broadcasting Corp., Detroit, licensee of WXYZ. The Rochester application was for 44.7 mc. to cover 2,3[illegible] square miles embracing a 551,[illegible] population. The Detroit request was for 47.3 mc. to cover 6,900 square miles and a population of 2,564,00[illegible]. [See page 42 for FCC actions on FM during the last week.]

Bosco Adds

BOSCO Co., New York (milk amplifier), as part of an extensive spring drive to help grocers and dairies sell more milk, has added the following stations, each with a 15-minute six-day-a-week music program: WCAU, Philadelphia; WBZ-WBZA, Boston-Springfield; WBBM, Chicago; WFBL, Syracuse; WCAE, Pitsburgh. These contracts are in addition to Mark Hawley's noon news broadcast three times weekly on WOR, New York, which has been under Bosco's sponsorship for 2½ years. Agency is Kenyon & Eckhardt, N. Y.

WBLJ Stock Sale

FCC APPROVAL is sought in an application of the Dalton Broadcasting Corp., licensee of WBLJ, local in Dalton, Ga., whereby J. B. Roach, president and majority stockholder with 59 of the corporation's 100 shares, would sell his entire interests to R. C. Kenemer and T. W. Kenemer, doing business as Kenemer Bros., local undertakers. Purchase price is to be $10,000. WBLJ, authorized by the FCC less than six months ago, has been on the air since last Dec. 5.

WHEC
STATION OF THE STARS
IN AMERICA · FREEDOM OF THE AIR
50,000 WATTS
WHAM
ALWAYS A WORLD OF FINE PROGRAMS
Constance Bennett Bob Hope Star in 'The Awful Truth'
THAT comedy hit of the screen, "The Awful Truth," has been adapted for radio presentation on the "Radio Theater" program to
Carlton Morse's Latest Mystery Starts Tonight

ROCHESTER'S COMPETITIVE RADIO situation does not prevent the Gannett newspapers, morning and evening, from devoting two full columns, one on each side of the page, to display space edited by the respective stations. The same radio page also carries detailed program listings and pulls a substantial amount of "spotlight" advertising from sponsor firms wishing to call attention to their particular programs. Though the Gannett newspapers control WHEC, they make the same time-for-space arrangement on behalf of the rival WHAM.

Leslie Smith is Named To Manage New WMUR

WITH the new WMUR, Manchester, N. H., scheduled to go into operation early in April, it was announced that its manager will be Leslie F. Smith, formerly of WFEA, Manchester, and that Charles W. Burton, onetime manager of WEEI, Boston, will be program director. Mr. Burton recently has been writing script for the Doublemint Gum programs on the Yankee Network.

Other staffmen thus far chosen from WFEA, include only engineers, with Vincent Chandler, from WFEA, as chief engineer, and the others as follows: Ernest Bingay, from WFEA; Merle Towne, from WCOU, Lewiston, and WGAN, Portland; Dexter Freese, from WGAN and WRDO, Augusta.

WMUR was authorized last September as a new regional outlet, with 1,000 watts night and 5,000 day on 610 kc. It is 90% owned by Francis P. Murphy, former governor of the State, with 5% interests held each by Edward J. Gallagher, publisher of the *Laconia* (N.H) *Citizen*, and Dr. James J. Powers, physician. An RCA transmitter, WE control and studio apparatus and a 300-foot tower are being installed. International Radio Sales has been appointed national representative.

Pollard's Prizes

WHEN MAX POLLARD, KNX, Hollywood, newswriter signs a contest coupon, he means business. Two years ago, after chasing several contest offers without much luck, Pollard decided to reduce the business to a science. Here are his winnings in just two years of battling with contest offers: Two Chevrolet autos, $1,000 cash prize, $500 cash prize, 20 $50 prizes, two pair of shoes, six-month supply of groceries, two radio sets, several gold watches, three lamps, vacuum sweeper, books, rugs, suitcases, and other minor household articles too numerous to mention.

New Bread Promoted

WARD BAKING Co., New York, is introducing a new product, Homelike Style Bread, in the New York and Boston markets. Company will use one-minute spot announcements from 8 to 12 times weekly in New York on WNEW, WHN, WMCA, WINS; in Jersey City on WAAT, and on two Boston stations as yet unselected. For its Devil's Food sandwich, Ward plans to place one-minute live announcements on stations in Boston, Providence, Pittsburgh, Cleveland, Youngstown, St. Louis, Baltimore, Birmingham and Jacksonville. Agency is Sherman K. Ellis & Co., New York.

Cosmetics Plans

IRRESISTIBLE Inc., Jersey City (cosmetics), is considering spot chain break announcements in about 15 markets. Redfield-Johnstone, New York, is agency.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE

124 Jackson Ave.
University Park, Md.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Salesman — Immediate opening aggressive, clean cut young man to take over important list active accounts, now producing good income. Prefer college man thoroughly familiar with advertising sales in Southern markets. Write full details immediately. WSAV, Savannah, Georgia.

Announcer-Engineer-Midwest $125 — Send transcription, experience, photo. Short shift. Box 282, BROADCASTING.

Openings on Hand!—For qualified employees—every department—announcers, operators, combinations, transradio press, salesman, etc., except talent. National Radio Employment Bureau, Box 864, Denver, Col.

Engineer—Transmitter and studio control. Must have first-class telephone license. Preferably one familiar with late model RCA equipment. Give full particulars including salary expected.—WAKR, Akron, O.

Situations Wanted

Manager-Commercial Manager — Fifteen years' experience in national advertising; ten years in radio. Now with a thriving, independently-owned network outlet in important eastern market. Excellent reason for leaving. Agency and network references. Entirely familiar with all phases of station operation, with emphasis on national and local sales. Box 283, BROADCASTING.

News Editor—Well known mid-western newspaper man, metropolitan paper, plus major press association background, seeks position as news editor with major station. Excellent references. Box 284, BROADCASTING.

First Class Operators Available—Graduates for broadcasting, television, frequency modulation, and commercial stations, able to work anywhere. Some with announcing experience. Have successful men in stations in all sections of country; list furnished upon request. Contact Graduate Relations Department, National Schools, 4000 So. Figueroa, Los Angeles, Calif.

Situations Wanted (Continued)

Production-Programming-Continuity — Decade of experience (NBC, CBS, local). Age 25. Box 279, BROADCASTING.

Engineer—Desires Midwest or Western station. Five years' experience. Now employed. Box 273, BROADCASTING.

Announcer—Baseball — News, commercials. Now employed 5000 watt network affiliate. 25, married. Box 272, BROADCASTING.

Why Lose Money—Will manage Southern station profit sharing basis—you can't lose. Box 274, BROADCASTING.

Successful, Experienced, Employed Salesman—Wants connection with progressive station. A-1 recommendation, references and detailed information upon request. Box 277, BROADCASTING.

Announcer—Program Director—Five years' experience. Now employed Program Director, Chief Announcer, Copywriter-Network regional. Sports and News Transcriptions available. Box 278, BROADCASTING.

Young Woman—Expert at planning as well as writing, will do commercials and publicity. Sound, varied background of merchandising and advertising. Box 281, BROADCASTING.

Program Director—Seven years in radio. College graduate. Experience: college teacher, actor, producer, program director. Married. Now employed. Anxious to locate with Eastern or Mid-western station in city. Box 275, BROADCASTING.

Engineer—Age 27, university graduate, radiotelephone first class license. 2½ years experience as combination operator, announcer, and chief engineer. Can supply references and audition record. Go anywhere immediately. Box 276, BROADCASTING.

North! East! West! South!—Qualified control-room, transmitter, operator desires change bigger, live-wire station with opportunity. Two years experience broadcasting. Additional other radio. Familiar WE, RCA, Collins, Network, Transcriptions. Minimum salary thirty. Box 280, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
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Radio to Promote Unemployed Drive

Nationwide Registration for Available Help Arranged

WITH broadcasting scheduled to play an important promotional role, Federal Security Administrator Paul V. McNutt last Friday announced the March 15 opening of a nationwide registration of unemployed workers as part of the national defense effort.

An appeal to register with his local branch of the U. S. Employment Service is being made to every unemployed worker in the country who may be available for work or training in defense jobs, as well as to every person with an urgently needed skill which is not being used to best advantage in his present job.

According to early announcements concerning the drive, which is hoped to bring 1,500,000 new registrations between March 15 and April 15, both local stations and national networks will cooperate in urging unemployed workers to make known their availability for defense jobs through the U. S. Employment Service.

Shortage of Labor

Mr. McNutt stated that the campaign is being undertaken to prepare for the greatly increased demand for defense workers expected in coming months, as well as to meet growing shortages of skilled labor in certain occupations in the aircraft, shipbuilding and machine shops and machine tool industries.

Although the registration campaign will be national in scope, coordinated through the Social Security Board, which supervises the U. S. Employment Service, Chairman Arthur J. Altmeyer, of the Social Security Board, emphasized that local areas and states would function at the heart of the plan. He said transcribed five-minute announcements in the form of brief speeches by defense officials had been sent to 700 stations all over the country. It was suggested that these be used in conjunction with locally produced quarter-hour programs playing up the local angle of the defense employment situation. In addition, specially written scripts are available upon request.

Tying in directly with the registration drive, CBS last Saturday started the new *Jobs & Defense* series, with Eric Sevareid, CBS Washington correspondent, interviewing Federal defense officials. The series will be heard Saturdays, 12:45-1 p.m. Other programs, both dramatic and interview, are being arranged with MBS and NBC, it was understood.

Demurrer Sustained

LOS ANGELES Superior Court has sustained a demurrer to the action of KGFJ, that city, which sought a restraining order against AFRA, Local 40, IBEW and Central Labor Council. KGFJ, placed on the unfair list by union groups, claimed its advertisers were threatened with secondary picketing.

Drawn for BROADCASTING by Sid Hix

"Do You Ever Get Sued by ASCAP, Doc?"

IMPROVING RADIO SURVEYS

Method Is Developed of Getting a Fair Sample; Foreign Language Programs Analyzed

By DR. PAUL LAZARSFELD
Director of Radio Research
Columbia University

DURING THE LAST YEAR, the Office of Radio Research has been increasingly interested in improving current methods of station surveys. A number of studies have been made which will appear late this spring in a publication by Duell, Sloan & Pearce titled *Radio Research, 1941*.

Earlier observations made it clear that station surveys usually neglect the smaller stations, which are not as likely to reply to questionnaires as the large stations with their more extensive personnel. Therefore a sampling device was developed in an effort to counteract this overemphasis on larger stations. The 850 stations operating in this country were divided into 11 comparable groups. For example, a radio station in a large Midwest city, operating with low power, was matched with a similar station in each of the other 10 samples. In this way, 11 microcosms were created, each representative of the whole country.

Sampling Procedure

It is obviously easier to get complete returns from 75 or 150 stations than from 850 stations. A first test was made Dec. 4, 1940 when a questionnaire was sent out to each station in two samples to find out what programs they had on at a specific time of the day. Ninety-two per cent of the stations answered the questionnaire, some of them after two follow-up letters had been written. The few stations which did not reply were replaced by matched stations in other samples, so that it is now possible to see exactly what programs were being broadcast at the times studied.

Thus the sampling procedure proved a success and from now on it will be much easier to get specific information representative of the entire industry and, in particular, information on small stations will not be so scarce as it has been so far.

As a next step in this program, the problem of foreign language programs was tackled. These programs appear most frequently on non-affiliated stations. Those stations which broadcast more than six hours of a specific foreign language program were surveyed, and some 800-odd hours of foreign language programs were studied during the week Feb. 13-19. The most frequently broadcast foreign language was Italian, then Polish, then Spanish.

Program Policies

There are very characteristic differences in the program policies of the various language groups. Music programs, of course, are prevalent in all languages, just as they are on current American programs. On German programs, however, music is most prevalent, primarily at the expense of news programs, which occur hardly at all in the German language.

The Polish programs have more news programs than any other language group. Dramatic programs are definitely less frequent on foreign-language programs, compared with regular American programs, except for Italian programs, where there are a considerable number of serial dramatizations, about half of which are set in Italy.

There are very few non-commercial programs in foreign languages, and the amount of advertising done on these stations is very great. Programs are not infrequent in which more time is devoted to advertising than to the program material, proper.

The news programs obviously serve the purpose of complementing the American news programs in regard to news of the old country in each specific listening group. Whereas on regular American programs foreign and domestic news during this week balanced about one to one, the foreign news items on these foreign language programs exceeded domestic news in the ratio of 4 to 1.

Propaganda Barred

Very few specific political references were found in these programs. Quite often the announcer states explicitly that the program is not open for any kind of propaganda. The commercial announcements, of course, make very strong appeals to the national feelings of the audience, this obviously being the main selling point. On the average about half the announcements have some kind of national appeal with the Lithuanian and German programs having most of them, and Jewish and Italian programs having least.

After this foreign language material is analyzed, the Office of Radio Research will turn to further comparisons. The question of differences in musical programs between small and affiliated stations is of timely interest. The educational possibilities on these small stations will be studied because the appeal to a group of the population which could most benefit from education over the air.

Also the general sales effect of advertising on small stations, in proportion to the cost of time on these stations, will be studied to make the best of the new sampling procedure which permits a better and less expensive survey method of cross-tabulating sections throughout the whole station system of the country.

CANADA STATIONS HELP FUND DR...

AS THEIR contribution to the United War Service's $5,50... campaign starting March 24, Canadian broadcasters have arrang... many programs, numerous pr... campaign flashes and announc... ments, and recorded talks. Whi... it is understood other media a... being paid for most of the can... paign advertising, broadcasting st... tions are donating their time. T... campaign broadcasts are expect... to start March 23 with a broadca... by Queen Elizabeth from Londo... to be followed by other speake... from England including Anthon... Eden; Lieut. Gen. A. G. McNaugh... ton, Canadian commander in Gre... Britain, and J. B. Priestley. T... best Canadian sustaining progra... will be used for the campaig... and special talks will be record... and distributed to all stations.

The broadcasts have been a... ranged by the Canadian Broadcas... ing Corp. and the private statio... through the Canadian Assn. ... Broadcasters. All programs will ... fed to all Canadian stations, irr... spective of whether or not they a... customarily on the CBC network... The campaign is to raise money f... all war organizations except th... Canadian Red Cross, includes th... Canadian Legion, YMCA, YWCA... Salvation Army, Knights of C... lumbus, Imperial Order Daughte... of the Empire.

Other wartime campaigns sche... uled for participation this spri... and summer are those of the C... nadian Red Cross and the Canadi... government's third war loan.

Spots for Packer

PLANKINTON PACKING C... Milwaukee, has extended its p... Easter campaign to 14 stations ... Wisconsin and Michigan. Aft... Easter the firm will continue indef... nitely on WTMJ and WISN, M... waukee, using early morning a... nouncements on WTMJ as in t... last three years and a sliding ... per-week announcement schedule ... WISN. Agency is Cramer-Kras... Co., Milwaukee. Holland Engle ... radio director of the agency.

YOUR WELCOME IS ASSURED WITH FRIENDLY "*Neighbors*"

THESE friendly "neighbors" are the 19 New England stations of The Yankee Network, known by everyone in all the sections where their voices are heard and heeded.

When you make your call with neighbors of this standing, your welcome is assured and you receive the full benefit of sincere friendliness.

Community life is a closely unified segment of the population and the market, particularly in New England. No "stranger" station can give you the contact that the community's own radio "neighbor" does so effectively.

Consider this advantage when planning radio promotions of any type, and use the 19-stations sales power that gives complete coverage of every key market.

WNAC Boston
WTIC Hartford
WEAN Providence
WTAG Worcester
WICC Bridgeport New Haven
WCSH Portland
WLLH Lowell Lawrence
WSAR Fall River
WLBZ Bangor

WFEA Manchester
WNBH New Bedford
WBRK Pittsfield
WNLC New London
WLNH Laconia
WRDO Augusta
WCOU Lewiston Auburn
WHAI Greenfield
WSYB Rutland

WELI New Haven

THE YANKEE NETWORK

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

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